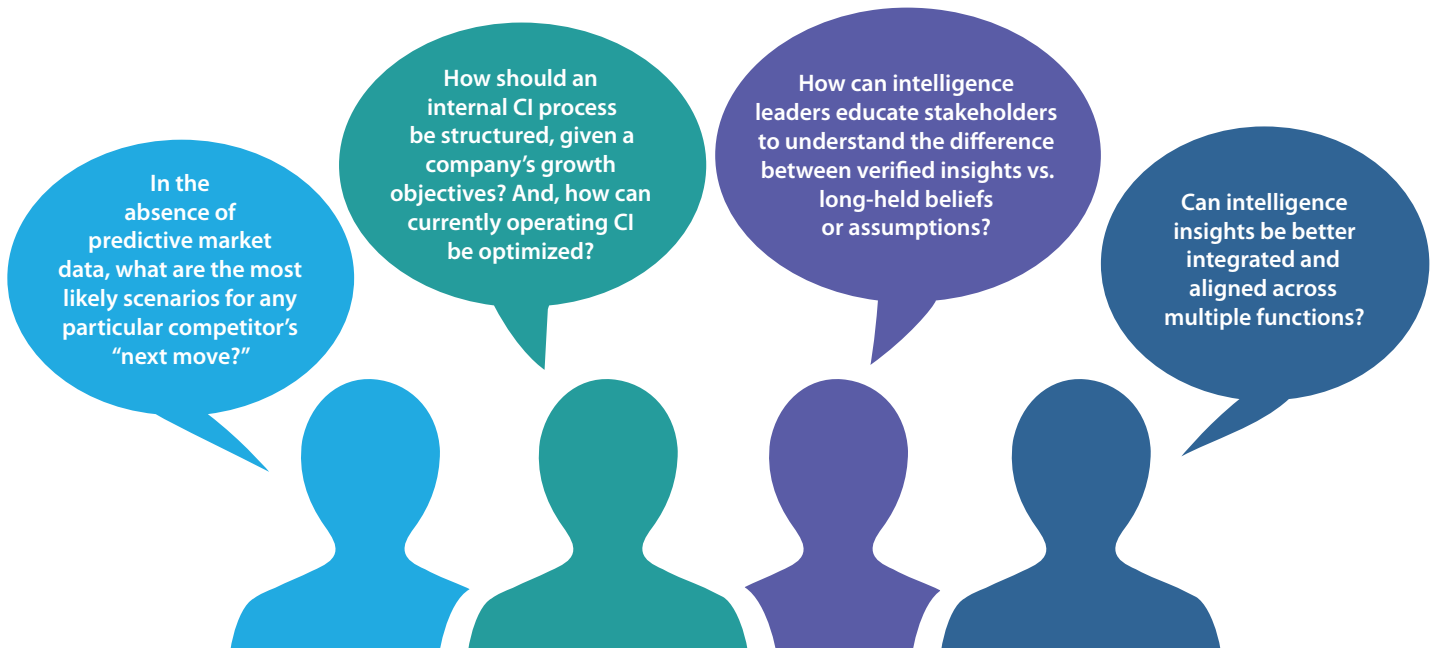


# Dynamic Market Intelligence

The integrated, intuitive source for enterprise-wide competitive intelligence

Traditional competitive intelligence (CI) in life sciences has been limited by decades of established norms—data streams have proliferated in an unorganized, static and non-strategic manner while the industry, life sciences companies and brand teams have gotten more sophisticated.

In response, life sciences leaders require a new, modernized intelligence approach to address key business scenarios and questions in an efficient, intuitive way:



**Trinity's Dynamic Market Intelligence uses next-generation analytics and strategies to offer life sciences leaders an integrated approach to making informed decisions in a complex and challenging environment.**



# Trinity Dynamic Market Intelligence

Trinity Dynamic Market Intelligence's approach provides **meaningful insights that shape strategy:**

- » A deep bench of experts and "Intelligence Strategists" provide a clear understanding of issues by indication, function or region
- » Curated, nuanced insights synthesized across many data sources
- » Methodology, technology and tools for visualization and integration
- » Thoughtful interpretation with intuitive, tailored presentation to each audience

**Trinity delivers strategic market intelligence with an enterprise-wide approach, providing a single source of truth for teams and stakeholders**

## Curated

Trinity experts curate information and tailor it to clients' therapeutic areas and the competitive set

## Automated

Data sets and feeds can be created and/or linked to provide information 24-7 utilizing Trinity's data automation process

## Visualized

Data is organized and displayed so that it facilitates easy absorption with modern visualizations, filtering and exporting capabilities

## Integrated

One location for all intelligence creates one source of truth to rely on, no matter which functional area is using the system

## Insightful

The Market Intelligence Dashboard and automation technology give Trinity experts bandwidth to deliver the "so what" and offer rich insights in a more expedient timeframe



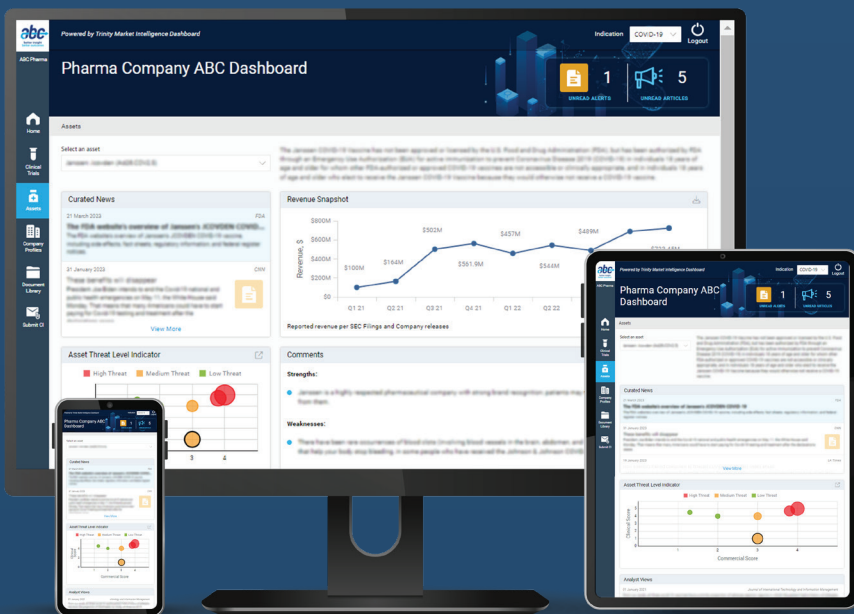
The combination of more data and complexity has intensified problems that come from a traditional CI approach: a flow of data vs. insight, irrelevant information, missed TA-specific nuances and missed competitor updates.

TrinityEDGE

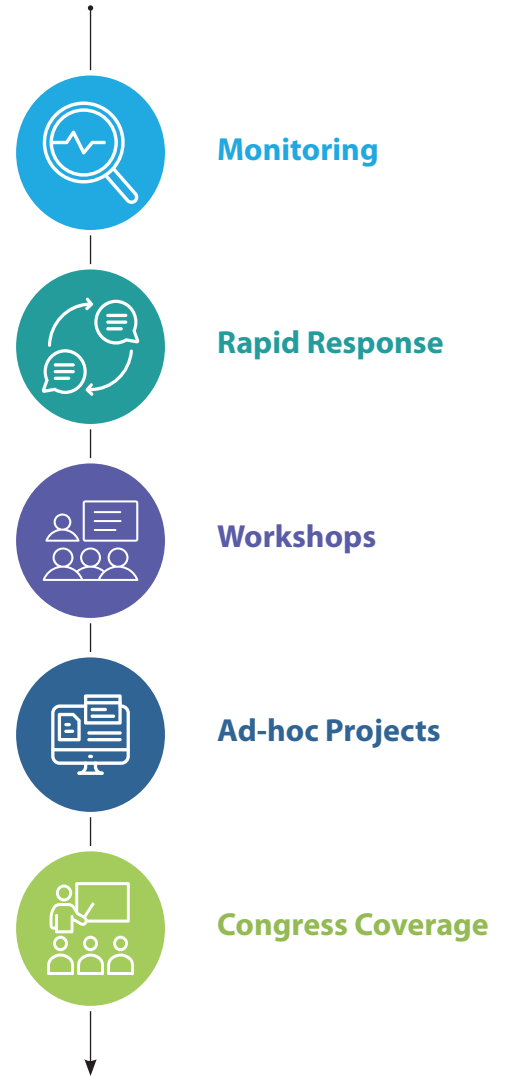
## Trinity's Market Intelligence Dashboard

Trinity's Market Intelligence Dashboard is an interactive resource designed to meet the needs of CI teams and their end users. The dashboard provides a steady stream of curated data and insights through the power of AI-enabled automation and the expertise of a dedicated team of "Intelligence Strategists." Relevant information on the competitive set is visualized and presented intuitively nearly in nearly real time (e.g., news, earnings reports).

The dashboard offers clients an easy-to-navigate web application where all market intelligence data is organized and housed in one place. With keyword search, communication, data tagging and data management capabilities, the dashboard serves as a hub for market intelligence leaders and stakeholders across the organization.



Trinity Dynamic Market Intelligence's offerings are modular, so you can select the exact elements you need for a successful market intelligence program.



### Comparative Intelligence

Support decision making through insights from **anonymized peer data**

### Organizational Intelligence

Establish an intelligence plan—or scale existing programs—with experienced strategic advisory

# Trinity Dynamic Market Intelligence provides an integrated, intuitive source for enterprise-level competitive intelligence.



## Data Strategy

What are the key strategic needs?

What are the Key Intelligence Topics (KITs) and Questions (KIQs)?



## Curated Intelligence

What is the most relevant information?



## "WIM" Insights

What's it (all) mean?

Where are the nuances?



## Implications

What does this mean for stakeholders?



## Recommendations

OK, so now what?

Is specific action recommended?

