

# Analytics-as-a-Service

Flexible, Expert Support for Ongoing Commercial Analytics Needs

Hiring and retaining top Commercial Analytics talent is a key challenge for life sciences organizations as they scale.

Short-term business needs can be critical, significant and wide-ranging—but the time, budget and long-term need for additional headcount may be lacking.

## Full Service Commercial Analytics

Staff augmentation can be more than a number of FTEs or dedicated resources. Trinity Analytics-as-a-Service offers Trinity's experts in Forecasting, Sales Analytics and Marketing Analytics to lead, plan, coordinate and execute entire analytics functions and sub-functions.

Trinity Analytics-as-a-Service is flexible by design: clients can choose any combination of support, from strategic planning to tactical implementation. The process begins with key questions that allow optimal support to be set up for each client:

- » What is the scope of your/your team's need?
- » What type of support (i.e., functional area, level, specific skillset) is required?
- » What level of involvement will you/your team have (i.e., collaborative vs. individual contributor)?
- » How long will you need ongoing support?
- » Are you working within a specific budget?

## Why Trinity Commercial Analytics?

### Life Sciences Focus & High-Touch Service Model

Commercial Operations and Analytics experts bring decades of industry experience—both working for and supporting life sciences companies—to collaborate closely with clients to meet all objectives in an effective, efficient manner.

### Cross-Functional Integration

Commercial Analytics offerings integrate with other Trinity offerings (e.g., Strategic Advisory, Primary Market Research, Commercial Data Solutions, etc.) seamlessly to support a range of commercialization needs.

### Unparalleled Industry Benchmarks

Commercial Analytics offerings leverage industry-leading benchmarking data from TGaS Advisors.

### Extensive Therapeutic Area Expertise

For over 25 years, Trinity has supported life sciences companies in commercialization strategy and tactics—we understand business dynamics across therapeutic areas deeply.



Trinity provides a team of experts with therapeutic area knowledge, industry experience and specialized skillsets to address each client's specific questions.

# ANALYTICS-AS-A-SERVICE MENU

End-to-end support covering our full suite of commercial analytics offerings.

**FORECASTING  
& ANALYTICS**

**TARGETING &  
ALIGNMENT**

**INCENTIVE  
COMPENSATION**

## FUNCTIONAL SUPPORT & OWNERSHIP

### SUPPORT OPTIONS:

Lead, Plan, Coordinate, Execute     Execution Only

Monthly forecast refresh & tracking

Quarterly forecast model/tool maintenance

Quarterly field team retargeting & call plan refresh

Quarterly field team alignment tune-up

Payout administration – monthly scorecards & quarterly statements

Quarterly plan design tune-up & goal allocation

## FOUNDATIONAL WORK

Design forecasting process

Design & build forecast model

Develop launch forecast

Field team structure & size

Field team targeting, call plan & alignment

IC plan design

IC plan administration configuration

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