

# InsightsEDGE™ | Weave

Unifies life sciences data into an AI-ready fabric that keeps insights current and decision-making fast, consistent, and scalable.



Built for the complexity of life sciences, connecting primary research, claims, EMR/EHR, CRM, field feedback, and specialty data at the individual level.



Maintains harmonized data definitions so teams can trust the numbers and scale analytics and AI with confidence.



Integrates with existing BI, and field tools so always-on intelligence is available where decisions are made.

## The Impact of Disconnected Data Infrastructure



Disconnected data across commercial, medical, and access teams makes it hard to see a consistent view of customers and performance.



Analysts repeatedly clean and reconcile data for each request, slowing decision cycles and leaving dashboards out of date.



Inconsistent data foundations and ad hoc pipelines erode trust and limit the impact of advanced analytics and AI

Move from fragmented, one-off analytics to always-on intelligence grounded in a single, trusted data fabric.

## InsightsEDGE | Weave At A Glance



Weave is Trinity's life sciences-specific data fabric that connects fragmented data into a governed, analytics-ready foundation for commercial, medical, and access teams. It keeps data linked at the individual level and preserves the contextual relationships between sources, turning episodic analyses into continuously updated intelligence. Organizations use Weave to power brand performance dashboards, HCP and account segmentation, launch tracking, access analytics, and other high-value use cases that demand timely, reliable insight.

## How It Works

Weave ingests and harmonizes data from multiple sources into a single data fabric, then exposes that fabric to analytics, AI, and field tools through standardized, reusable views.

With Weave, every new study, data refresh, and field signal strengthens a shared, always-on foundation for decision-making.

## Accelerate Impact

### The Benefits



**Accelerated decision cycles** - Shorten the path from data refresh to insight so teams can act while opportunities are still in play.

**Higher-impact analytics work** - Reduce repetitive data prep so analysts can focus on deeper questions, scenario planning, and strategic storytelling.

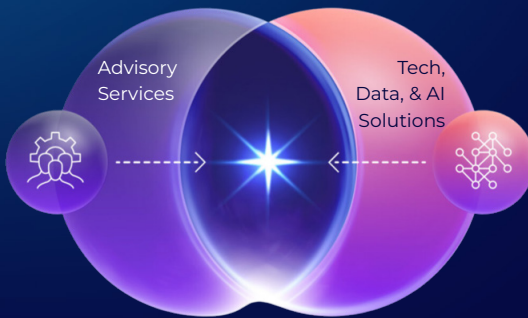
**Greater confidence in insight** - Minimize conflicting numbers and manual stitching, making it easier for leaders to trust and act on dashboards.

**Stronger return on existing tools** - Improve the data feeding BI, and field systems to unlock more value from platforms already in place.

Weave turns your existing data and tools into a continuously learning asset that compounds in value over time.

## Why Trinity

Powering the future of life sciences commercialization through the fusion of human and artificial intelligence.



### Life-sciences-exclusive focus



Access deep experience across therapeutic areas and lifecycle stages, with 30+ years of nuanced understanding of regulatory, evidence, and stakeholder dynamics.

### Tech + behavioral science



AI-enabled analytics and behavioral science embedded into research design to deliver faster, deeper insights at scale.

### True partnership



Experience seamless collaboration with your internal teams and agencies, with ongoing support from early strategy through post-launch optimization.

**Bold minds that challenge. Smart tech that connects.  
A committed partner that delivers.**

## How It Delivers



**Unified HCP and account view:** Create a single, consistent view of HCPs and accounts across claims, CRM, and research to enable targeted engagement, segmentation, and pull-through analytics.



**Always-current brand performance:** Maintain continuously updated brand dashboards that integrate sales, claims, market events, and field feedback so teams can respond to shifts in near real time.



**Scalable AI and advanced analytics:** Provide AI and modeling teams with governed, harmonized data so models are easier to explain, maintain, and extend to new use cases.

A global specialty brand struggled with conflicting performance views across regional dashboards and data vendors. By implementing Weave as a unified data fabric, the team harmonized key sources, standardized definitions, and rebuilt core dashboards on a single, governed layer. Within months, they reduced ad hoc data reconciliation, increased confidence in cross-functional readouts, and accelerated decision cycles for brand and access planning.

## Connect Today, Own Tomorrow.

Whether you are planning a launch, refining an in-line brand, or modernizing your commercial data stack, Trinity can tailor to your objectives, markets, and timelines.

Contact Trinity: [trinitylifesciences.com/contact/](https://trinitylifesciences.com/contact/)

Request a demo: [trinitylifesciences.com/request-a-demo/](https://trinitylifesciences.com/request-a-demo/)

Explore more: [trinitylifesciences.com/](https://trinitylifesciences.com/)

Email: [info@trinitylifesciences.com](mailto:info@trinitylifesciences.com)



For more information