TRINITY | CustomerEDGE™ | Incentives

Incentive Compensation Plan Design and Administration

CustomerEDGE™ | Incentives combines incentive compensation (IC) plan design, field communication, and automated administration in a fast, flexible, and scalable solution. Motivate and reward your customer-facing teams for the behaviors that drive your strategy.

The Challenge

When IC plans drift from strategy, field effort follows.

Our IC plan rewards behaviors our strategy no longer needs

Reward the outcomes your brand strategy depends on, such as patient engagement or market penetration, not only sales volume.

Payout errors and crediting disputes are eroding field trust

Automated administration and AI checks on data imports and plan calculations keep payouts accurate and cut disputes.

My reps don't know where to focus or how to improve

Plan documents, statements, and scorecards in one repository show reps how they are paid and where to improve.

Every market shift means rebuilding our plan from scratch

Manage plan changes online as conditions change and run health checks to confirm the plan still fits your objectives.

CustomerEDGE | Incentives keeps your pay aligned with strategy, from plan design through field rollout and administration.

CustomerEDGE | Incentives at a Glance

Pair plan design and communication expertise with a proprietary administration tool built by IC experts with decades of life sciences experience. AI supports your teams from planning through field support.

Expert-built, automated administration

Account for therapeutic area, lifecycle stage, and changing field team size in one tool.

Proprietary U.S. IC benchmarking

Compare your plan against U.S. life sciences sales organizations before you commit to a design.

One central plan repository

Give field and home office teams plan documents, statements, and scorecards in one place.

Reports, dashboards, and health checks

Access plan insights with health checks that show whether the plan supports your commercial objectives.

Consistent performance reporting

Track incentives across all your commercial teams with fully automated reporting that provides actionable insights for administrators, executives, and field representatives. Leverage Trinity's cutting-edge technology to support the field with AI insights and recommendations for performance improvement.

Your home office and field teams work from the same plan, the same data, and the same numbers.

Learn more at https://trinitylifesciences.com/products/customeredge-incentives/

The CustomerEDGE | Incentives Advantage

Plan Design and Administration from One Team

One integrated platform for incentive plan design and ongoing administration. Strategic intent stays intact; payouts stay accurate, and your customer-facing teams stay focused on results. CustomerEDGE | Incentives provides solution with AI-driven insights and scalable administration.

Benchmarks Built for U.S. Life Sciences

Life sciences specific benchmarking across therapeutic areas provides powerful insight into strategic design and incentive program administration. From field team structures and incentive plan design to payer dynamics and launch strategies, our proprietary IC benchmarks reflect how life sciences sales organizations operate.

Communication Built into the Plan

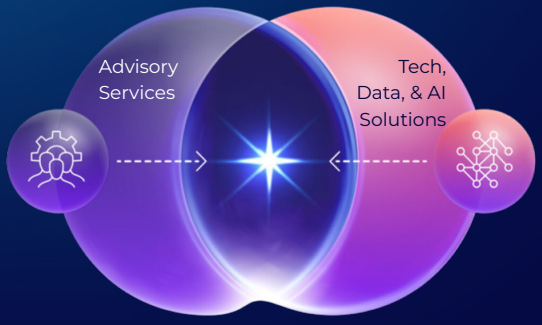
Even the most sophisticated incentive plan cannot drive performance if the field teams do not understand it. Trinity integrates clear communications and structured rollout strategies, ensuring representatives understand how performance translates into rewards and what actions drive success.

Incentives Connected to Commercial Strategy

Incentive plans should reward performance and align to your commercial strategy. Trinity combines deep expertise in commercial strategy, market research, forecasting, and analytics to design incentive programs to drive corporate objectives. The result is more dynamic incentives, plans that adapt to changing business needs, and field motivation that drives measurable outcomes. Your incentives reward this year's priorities; your reps understand their pay, and your payouts hold up to scrutiny.

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

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

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.

Trinity By The Numbers

Involved in **70%** of all new drug launches

Trusted by **350+** industry-leading customers

Accurately predicting up to **90%** of revenue outcomes for drug launches

Connect Today, Own Tomorrow

Every pay period on a misaligned plan rewards the wrong behavior. Find the gaps in your IC plan before they cost you another quarter of field effort.

Discover what's possible. Schedule a demo to see whether a rapid prototype with your data is the right next step.

Contact Trinity: trinitylifesciences.com/contact/

Request a demo: trinitylifesciences.com/request-a-demo/

Explore more: trinitylifesciences.com/

Email: info@trinitylifesciences.com

For more information

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