TRINITY | CustomerEDGE™

Connected Customer Engagement for Life Sciences

CustomerEDGE connects customer intelligence, prioritization, engagement actions, and measurement into a single life-sciences platform. It helps teams identify opportunities, coordinate more relevant engagement, and make better-informed decisions over time. Engage customers with precision.

The Challenge

When Customer Intelligence and Decisions Are Disconnected, Engagement Underperforms.

We have plenty of customer data but can't make sense of it

Bring customer relationship management (CRM), digital, event, claims, and syndicated data into one connected customer view for healthcare professionals (HCPs), accounts, segments, and territories.

Our teams each track different metrics and never align on decisions

Align marketing, field, analytics, and finance teams around shared decision logic tied to your brand's objectives.

We make launch and in-market investment calls on partial information

Base launch and in-market decisions on complete customer intelligence, and spot the high-value HCP opportunities that support your brand's objective.

We can't tell what's working or where to invest next

Measure engagement contribution and test future budget scenarios before you commit your next investment.

CustomerEDGE links your siloed signals to one decision layer, from targeting through measurement.

CustomerEDGE at a Glance

CustomerEDGE™ is a modular commercial intelligence platform that connects HCP intelligence, orchestration, and measurement. It is designed to elevate your existing technology environment, not compete with it.

Connected HCP Intelligence:
Proprietary data products and reusable models speed insights across channel, content, and clinical behaviors.

Customer Intelligence and Prioritization:
Replace manual stack ranking with targeting that uses all your data to qualify each HCP.

Orchestration and Patient Finding:
Unify patient, HCP, account, and engagement data to power orchestration and patient finding.

Measurement and Investment Decisions:
Assess investment performance, explore alternative allocations, and test scenarios beyond current budget constraints.

Field Intelligence:
GenAI rep assistants help field teams spend more time acting on insights than researching.

Curated Customer Intelligence:
Enrich your view of the customer and engagement analytics with Trinity data products and pre-configured intelligence.

Configurable Foundation and Trinity Support:
Trinity can configure, operate, co-manage, and extend CustomerEDGE™ around your data, workflows, and governance.

Pair CustomerEDGE™ with ForecastEDGE™, LaunchEDGE™, and InsightsEDGE™ to connect your commercial planning, engagement, and measurement.

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

The CustomerEDGE Advantage

One Connected Engagement System

Field and digital teams share one decision layer, HCP intelligence, rule set, and priorities. Start with what you need and expand without disconnected point solutions.

Built with Pharma Operators

Trinity teams bring hands-on brand, field, access, analytics, and omnichannel experience. They know which signals matter and which decisions are worth changing.

Intelligence Shaped by Brand Context

No generic algorithm applied to every brand. Customer targeting, segmentation, and engagement priorities are shaped by your therapeutic area, brand objectives, market conditions, field model, and commercial constraints.

Designed for Real-World Operations

Fits your existing processes, teams, and technology. Supports cross-functional decisions. Applies the right automation and governance to make recommendations actionable.

Your teams act on recommendations built for your brand, your operations, and your next investment decision.

CustomerEDGE Modules

CustomerEDGE™ | Orchestrator
Coordinate More Relevant Engagement.

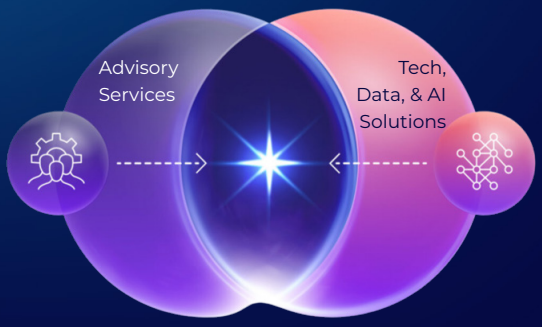
CustomerEDGE™ | Field Advisors
Customer Context in the Flow of Work.

CustomerEDGE™ | Measurement Studio
Measurement and Investment Optimization.

CustomerEDGE™ | Incentives
Design, model, and administer incentive compensation with AI.

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.**

Connect Today, Own Tomorrow

Disconnected data leaves your teams making targeting, engagement, and budget decisions with partial information. Connect your customer intelligence before your next launch.

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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