

# Commercial Analytics Solutions for Life Sciences

*Helping pharma companies to position their brand, manage uncertainty, and create competitive advantage.*

## EVOLVING INDUSTRY LANDSCAPE

The competitive landscape for pharma manufacturers is rapidly changing. With added competition, ongoing pricing pressures, access restrictions, and increasing industry consolidation, pharmaceutical companies are forced re-evaluate their drug launch, sales, access, and marketing strategies.

- Increased Industry **Consolidation**
- **Pricing** Pressures and Scrutiny
- Decreasing direct **Physician Access**
- Political Changes and **Health Care Reforms**

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In an era of patent cliffs, shrinking pipeline, and a dynamic competitive environment, pharmaceutical company executives are confronted with some tough questions.



To succeed in today's complex environment, pharma companies require intelligence that goes beyond traditional data sets and solutions that outperform conventional techniques.

Pharma commercial organizations need to transform at a rapid scale across the industry. Highly scalable, modern data platforms with machine learning and AI capabilities will drive the advent of deeper and more powerful Real-World Evidence (RWE) strategies for growth and competitive success. Marketing, Sales, Market Access and Launch operations teams are being challenged to unleash the power of real-world data such as Claims and Patient data to build deep, game-changing insight with applicability across the organization.

## SAAMA Life Science Analytics Cloud (LSAC) Solutions

Saama is committed to help companies embark onto the new frontier of analytics. Powered by Saama's LSAC product family, our domain aware solutions help you realize your product's value and drive clinical research, drug development, and commercial success. LSAC drives Saama's game-changing vision to enhance the pharmaceutical industry through the use of advanced data technologies and solutions like Study Planning and Operations Insights, Clinical Insights, Risk Based Monitoring, and Commercial Insights.

As a part of our Saama LSAC product family, with Analytics for Commercial Excellence (ACE) suite of solutions we have pioneered a new AI-enabled approach to manage, modernize and transform global pharma commercial business and technology operations with optimized data orchestration, machine-learning models, actionable insights, and game changing applications that ensure commercial success from launch through market maturity.

Snowflake and Saama have developed an easily deployable packaged framework solution. The solution solves the data orchestration, governance, reporting, and advanced analytics challenges at a fundamental level with a combination of advisory and technical components.

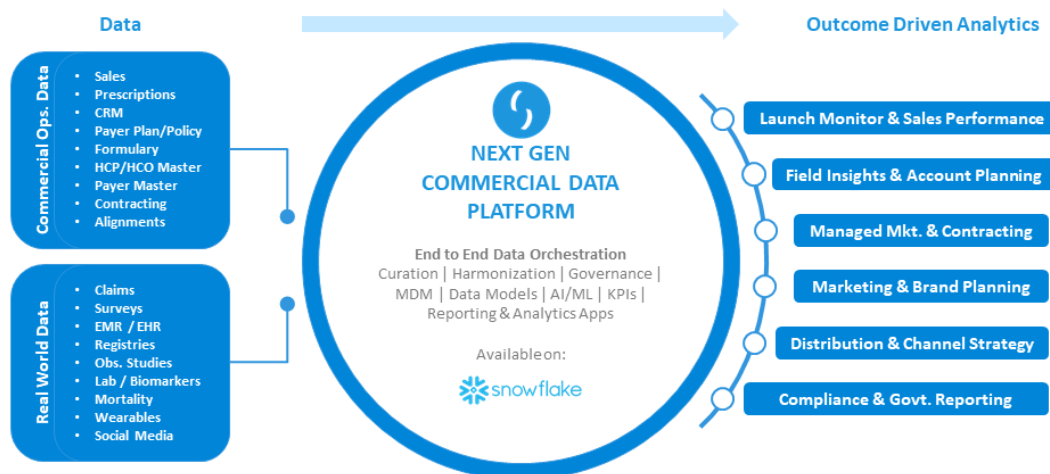


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## Saama's Analytics for Commercial Excellence (ACE) Platform



### Launch Monitor and Sales Performance

- ✓ HCP/HCO Targeting using RWD
- ✓ Drive Sales Performance
- ✓ Market Share Analysis



### Compliance and Government Reporting

- ✓ 340B Reporting
- ✓ Best Price Calculation and Forecasting
- ✓ Aggregate Spend Reporting



### Payer Analytics

- ✓ Claims and Utilization
- ✓ Payer Profile, Mix, and Segmentation
- ✓ Contract Management



### Field Insights and Planning

- ✓ Account Planning
- ✓ HCP and HCO 360
- ✓ Territory Performance



### Distribution and Channel Strategy

- ✓ Distribution and Channel Partner Insights
- ✓ Inventory Management



### Managed Market and Contracting

- ✓ Contract Performance and Utilization
- ✓ GPO/Provider Programs
- ✓ Pull-Through Analytics

## WHY SNOWFLAKE AND SAAMA?

Snowflake and Saama have a track record of delivering successful solutions in the pharma industry. The combination of Saama's domain knowledge and analytics solutions along with Snowflake's Data Cloud have made huge impacts to customers in the pharma industry.

Snowflake provides an industry leading data platform that delivers the performance, scalability and concurrency required to allow customers to finally address the most demanding data related challenges.



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Saama has been on the forefront of data innovation for the last two decades and continues to offer cutting-edge data analytics solutions powered with big data, cloud, and AI/ML aptitudes for its customers in Life Sciences. Saama is committed to giving our life science partners the power to see around corners, while making confident business decisions for better clinical trial outcomes and commercial excellence.

## CASE STUDY

A Fortune 500 biopharmaceutical company whose mission is to identify, develop and deliver life-changing therapies to people living with rare disease was seeking a strategic partner who can build a commercial analytics platform that can quickly scale and excel to meet their current and future business needs. Preparing to launch their next breakthrough drug making a difference in rare diseases with significant unmet need, they required a centralized, structured, and scalable analytics platform to execute on their brand sales and marketing strategies.

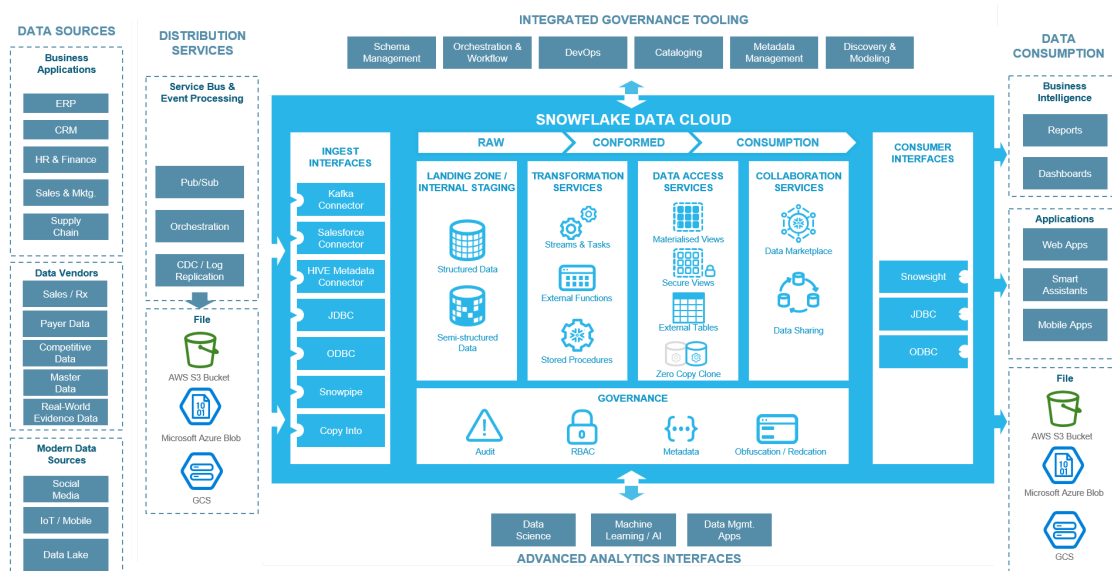
Working with Saama and Snowflake, they were able to derive new insights across disparate data sources, analyze and interpret data efficiently to identify patients and understand patient movements, and gain insights into Health Care Professionals (HCPs) for targeting and segmentation.

## ACE SOLUTION OVERVIEW

Saama deployed their ACE solution using Snowflake as technology partner. Information was sourced from 12+ upstream systems and data vendors across business functions. Data is now aggregated and integrated in real-time, and available to business teams via dashboards and analytics apps built using Saama's ACE application framework.



## Reference Logical Architecture:



## Key Features

### Master Data Management

Intelligent mastering of disparate data sources using modern technologies with pre-defined rules.

### Simplified Data Path and DQM

Pre-defined data onboarding workflows accelerate data ingestion, cleansing, transformation and QC.

### Highly Secure Trusted Cloud Platform

Highly secure cloud infrastructure that protects sensitive data and fully compliant data platform (HIPAA, GxP, ISO27001, SOC2).

### Business Rules Engine

Configurable engine with a repository of pre-defined rules for data aggregation and KPIs.

### Rapid Reporting Marts

Pre-aggregated unified data layers and metrics provide a quick start for easy reporting and visual analytics.



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## Analytics Dashboards & Reports

Suite of embedded analytics applications providing actionable Insights and customized data story for various business functions and user personas.

### Business Impact with ACE



ACCELERATING SPEED  
TO INSIGHTS  
**3 Months to 4 Weeks**



IMPROVING DATA  
ACCESSIBILITY  
**5X FASTER ACCESS**



BENDING THE COST  
CURVE  
**40% SAVINGS**



BREAKING DOWN DATA  
SILOS  
**INTEGRATED DATA VIEWS**

Saama's pre-built end-to-end data ingestion, management, and analytics engine speeds up the process to acquire and integrate various different types of datasets into industry standard domain specific data models.

Providing access to the right information at the right time to the right teams is critical for the success of your business. At the same time it's also about limiting the number of people who have access to data due to its sensitivity. Saama's extensive framework for governing user roles, permissions, processes, and technologies used for governance enables faster and easier access to the data across different business functions.

Cloud-based analytics platform built specifically for Pharma domain provides huge cost benefits by reduced spending on technology infrastructure (compute, storage, networking, and security), implementation, operations, maintenance, and upgrade expenses.

Saama's Commercial Data HUB integrates data from disparate sources and is interoperable with all key commercial platforms & data vendors. Saama being vendor agnostic and can integrate and synthesize data from all the common commercial systems used by biopharma and by aggregating data from all disparate data systems, clients gain a unified view of their data that is updated in near real time.

## INTERESTED TO KNOW MORE?

Interested in learning more about how Snowflake and Saama can help you build your next gen commercial analytics solution that will help you position your brand, manage uncertainty, and create competitive advantage? Contact your Saama or Snowflake representative to book your 30-minute consultation and demo.



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