TRINITY

Commercial Analytics

Actionable insights and analytical rigor delivered by commercial analytics experts using a high-touch service model.

In the midst of a highly competitive and ever-changing marketplace, it is vital for life science companies to routinely sort through and integrate complex market dynamics and strategic imperatives so they can forecast and analyze the mechanics of commercial performance.

Trinity's Commercial Analytics offerings include **forecasting, promotional analytics and analytics support**

Our dedicated team of commercial analytics experts have specialized skillsets and extensive industry experience in **using and analyzing commercial data**

Their expertise facilitates a **seamless integration of strategic planning and tactical implementation**

Trinity leverages **primary, secondary and unparalleled benchmarking data** powered by TGaS Advisors

To enable success for all aspects of **commercial operations and analytics**

Forecasting

Trinity is a long-established forecasting partner to the life sciences industry. Our dedicated forecasting team combines strategy, research and technical expertise and has extensive forecasting experience across disease areas and modalities, employing a suite of well-designed tools and well-considered assumptions. Every forecast we build can serve as a central hub that informs important commercial decision-making and enables a company to understand and mitigate expected risks.

We have extensive experience in forecasting across the product lifecycle, including:

» Strategic Forecasts

» Operational/Launch Forecasts

» BD/Deal Term Forecasts, including NPV

» Market Access Forecasting for Pricing & Contracting

Our forecasts are supported by best-in-class offerings across our Commercial Analytics suite, as well as our Primary Market Research and Real-World Evidence practices. With these inputs in mind, we create robust, functional tools fully informed by the best possible assumptions. Our forecasting engagements include design, build, calibration and communication phases—and we often support clients with ongoing operational support. Whether customers need an onsite dedicated resource to prepare for long-range planning, ongoing monthly support to actualize a model or on-demand resources to fill the role of an in-house forecasting team, Trinity provides full-service forecasting support.

Our forecasting offerings include:

» Forecasting Ecosystem - Roadmap

» Forecasting Ecosystem - Model Development

» Assumptions and Forecast Generation

» Forecasting Support & Training

Building on our long history of forecasting excellence, Trinity has also developed Trinity CloudCast, the revolutionary connected forecasting platform for life science companies. Built by forecasters for forecasters, CloudCast delivers powerful custom tools, best-in-class data management and the familiarity of Excel in an enterprise solution to truly empower higher quality decision-making.

Promotional Analytics

Field Team Structure, Sizing and Alignment

Trinity helps clients determine the optimal size, structure and deployment of their field team(s) to target the desired customer universe of patients, providers and payers. Our deep understanding of life sciences data and flexible phased approach provides customized, tailored field team plans.

Our approach evaluates:

» Benchmarking – leveraging proprietary TGaS data

» Reach & Frequency – providing workload assumptions and universe sizing

» Marginal Return on Investment – assessing where potential may limit return on coverage

Trinity works with clients to strategically target for attainment of sales forecast and alignment with the short- and long-term strategic objectives of the organization. Our approach includes traditional deciling, market research and advanced analytics for a holistic view of customers' strategic objectives.

Incentive Compensation Design and Administration

Trinity has extensive experience in incentive compensation (IC) plan design and administration for customer-facing teams. Our expertise in commercial strategy and operations allows for a holistic approach to motivational IC plan design that drives sales objectives. Our approach includes a dynamic rollout process and supporting communication plan, as well as the delivery of actionable plan results to representatives and proactive assessment of the plan performance.

Our proprietary IC administration tool provides a structured, user-friendly solution to meet each client's needs— allowing for a robust, flexible process with consumable outputs and actionable analytics. Our team of IC experts uses the most current technology to manage, process and deliver each client's plan results.

Promotional Mix Modeling and Optimization

Trinity uses a unique approach to optimize promotional mix that leverages TGaS industry benchmarks, cross-functional stakeholder discussions across the client organization and analytical rigor.

Trinity's Promotional Mix Modeling offering builds on brand and market context to provide a comprehensive, nuanced view of complex omnichannel analytics across life sciences sales and marketing initiatives. Our experts evaluate relative ROI, identify areas of waste or opportunity—and benchmark each channel's impact. We compile the relevant data from internal and external sources, deliver commercially focused analysis and contextualized insights, identify recommended actions and help to implement those changes.

Promotional Mix Modeling clients can leverage TGaS industry benchmarks to enhance marketplace understanding, justify changes in investment and assess not only how each channel performs—but how that performance compares with peers. Trinity's expertise allows clients to compare Sales & Marketing tactics productivity, support recommended actions/ implementations and evaluate the ROI of those changes.

Full Service Commercial Analytics

Trinity's integrated analytics support our clients' business needs from strategic planning to tactical implementation. Our analytics support offerings include:

ANALYTICS-AS-A-SERVICE
MENU

End-to-end support covering our full suite of commercial analytics offerings. Trinity provides a team of experts with therapeutic area knowledge, industry experience and specialized skillsets to address each client's specific questions.

FORECASTING & ANALYTICS	TARGETING & ALIGNMENT	INCENTIVE COMPENSATION

FUNCTIONAL SUPPORT & OWNERSHIP

SUPPORT OPTIONS:

☐ Lead, Plan, Coordinate, Execute   ☐ Execution Only

FORECASTING & ANALYTICS	TARGETING & ALIGNMENT	INCENTIVE COMPENSATION
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

| FORECASTING & ANALYTICS	TARGETING & ALIGNMENT	INCENTIVE COMPENSATION
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

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.
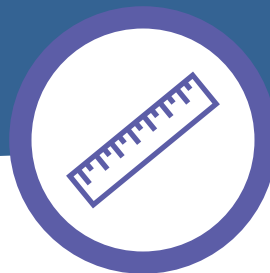
Unparalleled Industry Benchmarks

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.

"We aren't running a playbook for our clients. Instead, we are thought partners. We approach each engagement with contextual analytics and insights to drive key business decisions."

— Susheel Sukhtankar, Partner & Head of Commercial Analytics

Susheel Sukhtankar
Partner &
Head of Commercial Analytics

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