

## Vantage® Applications

Readily accessible, actionable insights within a flexible SaaS environment.

### Analytics to drive cutting edge-strategies

As the healthcare market becomes increasingly complex, strategies to understand and influence decision makers within the system need to become increasingly sophisticated. To compete in the modern healthcare environment, biopharmaceutical organisations need to be fully informed across a broad range of market factors and integrate these insights into key business processes. The ability to utilise increasingly sophisticated data resources to uncover the drivers of value for stakeholders throughout the system will differentiate successful companies.

### Vantage applications: unlocking the potential of big data through smart cloud-enabled tools

As a key part of the Symphony HealthCloud, innovative Vantage applications support deep analysis of the most complete and integrated pharmaceutical data sources in the industry, to drive sophisticated strategic programs that put the right resources in front of the right people at the right time to drive measurable changes in performance.

All Vantage applications are available 24x7 and all that is necessary to tap into these powerful solutions is a standard web browser.



#### Business oriented

Technology solutions focused on key business questions that enable data exploration, knowledge discovery, and key metric analysis



#### Intuitive by design

Vantage applications are designed to be intuitive, simple to use, and flexible



#### Unique insights

Applications provide unique market insights enabling rapid, better informed decision making



#### Powered by IDV

Leveraging Symphony Health's industry-leading Integrated Dataverse (IDV) all Vantage applications are driven by the most robust data available



#### Mobile ready

Easily accessible using only a web-browser from any device—desktop, laptop, phone or tablet



#### Speeds time to insight

Powerful solutions that produce business-driving insights lightning-fast

## Vantage application suites are aligned to key commercial functions

Our exclusive cloud-enabled applications provide instant access to key performance metrics, data visualisations, and predictive analytics that enable rapid, informed situation analysis and decision making. Vantage applications have been developed to address key focus areas and support critical business processes with suites aligned to key commercial functions.

Suite	Audience	Business Needs Addressed	
Managed Markets Vantage	<ul style="list-style-type: none"> <li>– Managed markets</li> <li>– Market access</li> <li>– Finance</li> <li>– Contract effectiveness</li> </ul>	<ul style="list-style-type: none"> <li>– Payer landscape</li> <li>– Quality of access</li> <li>– Benefit design</li> </ul>	<ul style="list-style-type: none"> <li>– Patient assistance programs</li> <li>– Patient price sensitivity</li> <li>– Contracting strategy</li> </ul>
Sales Vantage	<ul style="list-style-type: none"> <li>– Sales force</li> <li>– Sales operations</li> </ul>	<ul style="list-style-type: none"> <li>– Sales strategy and forecasting</li> <li>– Promotional strategy and resource allocation</li> <li>– Segmentation and targeting</li> </ul>	<ul style="list-style-type: none"> <li>– Pre-call planning</li> <li>– Performance analysis and reporting</li> <li>– Incentive compensation attainment</li> </ul>
Brand Vantage	<ul style="list-style-type: none"> <li>– Brand management</li> <li>– Market analysis</li> <li>– Market research</li> </ul>	<ul style="list-style-type: none"> <li>– Market landscape</li> <li>– Brand performance</li> <li>– Multi-channel mix and optimisation</li> </ul>	<ul style="list-style-type: none"> <li>– Promotional response</li> <li>– Patient journey</li> <li>– Digital marketing</li> </ul>
Corporate Vantage	<ul style="list-style-type: none"> <li>– Executive</li> <li>– Trade</li> <li>– Business development</li> <li>– Finance</li> </ul>	<ul style="list-style-type: none"> <li>– Competitive landscape</li> <li>– Market sizing</li> <li>– Product launch planning</li> </ul>	<ul style="list-style-type: none"> <li>– Product performance tracking</li> <li>– Financial analyst reporting</li> <li>– Trade insights and analytics</li> </ul>

## Vantage applications are part of the Symphony Healthcloud

Symphony HealthCloud enables an unprecedented degree of access and an open model to minimise the need to manage huge volumes of data within the client enterprise. The platform provides a state of the art cloud-based infrastructure that is scalable, flexible, and offers virtually unlimited capacity.

Symphony HealthCloud provides a commercial data warehouse designed to serve the needs of life science organisations with an industry data model and prebuilt connectors for many common industry data sources, and the bandwidth to power data exploration and knowledge discovery.

## PrescriberSource is powered by IDV

Symphony Health’s Integrated Dataverse (IDV) provides the most comprehensive and interconnected source of healthcare data in the industry. Bringing together near-census point-of-sale prescription data with extensive prescription, medical, and hospital claims, the IDV is at the heart of the Symphony HealthCloud and all of the Vantage applications. IDV offers one consistent data platform across product, payer, and patient dimensions with specific views and tools to answer key questions and facilitate critical commercial processes within sales, marketing, and managed markets insights.