



Create a Data-Driven Advantage in Life Sciences

Teradata Life Sciences Analytics Framework



From Insights to Action: The Data-Driven Transformation

There is great wealth waiting to be tapped within a diverse range of data relating to products, brands, practices, research, compliance, contracting, rebating and drug usage. When life science organizations treat data as a strategic asset, they can transform into analytic-driven leaders, gaining significant advantage within their highly competitive industry.

The Analytics Advantage

Teradata helps companies unlock the potential of diverse customer and business data, so they can do more of what really matters, better and faster. New, innovative capabilities can impact areas throughout the enterprise, including:

- Sales and marketing analytics
- Managed markets analytics
- Research and development
- Regulatory and compliance reporting
- Supply chain management
- Data-driven finance

Through these unique and powerful analytics, newfound knowledge can be applied in meaningful ways to deliver significant value in four primary areas:

Bring Effective Treatments to Market Quickly

There's an ongoing need for faster science with lower risk. Advanced analytics facilitate immediate data access, enabling accelerated analysis and hypothesis testing in rapid iteration using the latest methods and techniques

(including genomics, proteomics, bioinformatics, outcomes research and advanced scientific analytics).

Maximize Product Success

Gain sales and marketing advantage by more precisely understanding your payer, prescriber and patient behaviors, preferences, and perceptions to align with more logical, predicted outcomes. Optimized commercial operations enable closed-loop marketing that can maximize programs to ensure prescriber compliance and patient adherence.

Maintain Profitable Growth

Unite global Enterprise Resource Planning (ERP) Systems to leverage more insightful, swiftly accessible analytics to support financial consolidation and reporting, general ledger (GL), and supplier spend. The result is an integrated, up-to-date view of product profitability, as well as a complete understanding of global spend in procurement to optimize the process and select high performance suppliers.

Optimize Manufacturing and the Supply Chain

In the not too distant future, supply chains must be optimized to enhance affordability and availability for patients and healthcare providers and will require a more

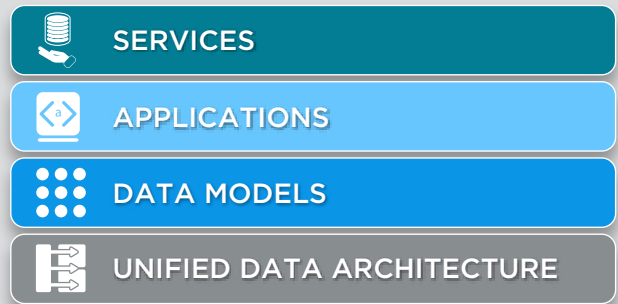
pull driven, near real-time demand based supply chain. Full supply chain visibility, including supplier management, two-way batch traceability, and track and trace through distribution, plus the analysis of manufacturing quality, cost of scrap, capital investments, inventory analytics, and more, delivers global manufacturing efficiencies.

Tap Into the Teradata Advantage

The Teradata Life Sciences Analytics Framework enables Life Sciences organizations to bring effective treatments to market quickly, maximize product success, help maintain profitable growth, and optimize both the manufacturing and the supply chain.

Teradata's Life Sciences next generation framework of capabilities are built upon the world's leading analytic data platform ecosystem, marketing and analytic applications, data modeling, and consulting services. Our integrated solutions are engineered to analyze massive amounts of data, yet designed for everyday use by the broadest constituency of business users.

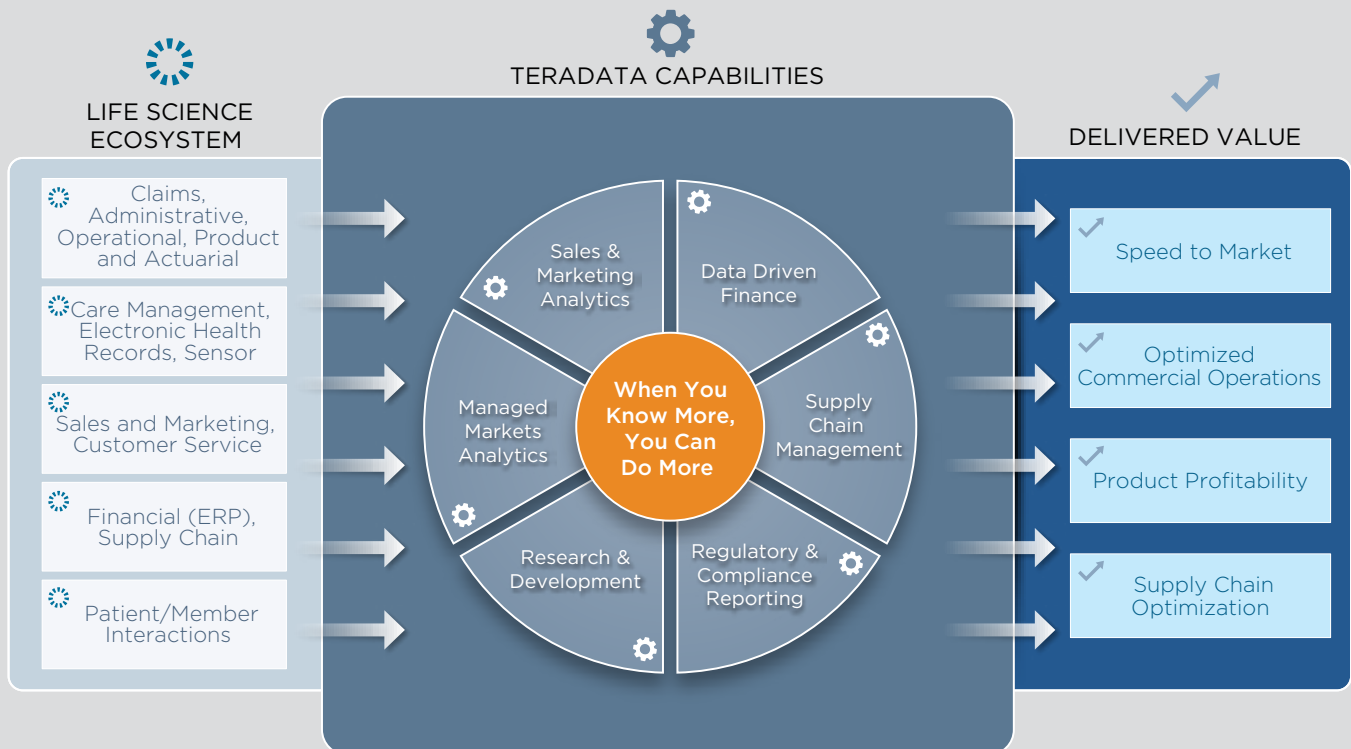
Teradata Framework



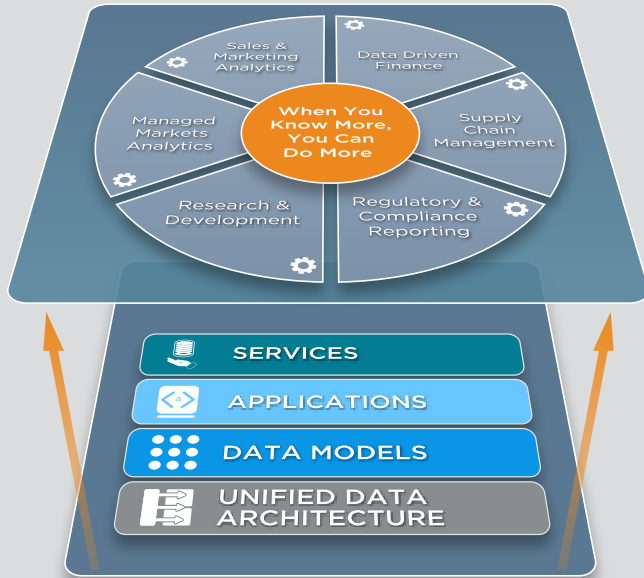
Do More – Faster, With Expert Guidance

Teradata Services includes best in class business consulting, technology and implementation, and customer support services that can be uniquely tailored to your business strategy, initiatives and best practices. Teradata experts can help your organization discover new insights by helping to unlock the hidden value of your data.

Teradata Framework for Creating a Next Generation Analytics Advantage



Integrated Approach to a Data Driven Business



Built upon the world's leading analytic data platform ecosystem, marketing and analytic applications, data modeling, and consulting services.

Industry Leading Data-Driven Applications

Teradata Applications help empower the world's leading companies to create data-driven customer experiences, integrated insights with interactions and architect better customer experiences, help make organizations more agile, execute timely and targeted campaigns and centralize data management, enabling organizations to transform data into actionable insights.

Data Models

Teradata Data Models enables organizations to unleash their expertise and knowledge. Solution Modeling Building Blocks provide business friendly access to integrated data, while helping to accelerate access layer design with pre-built semantic data models and building blocks. Data Integration Roadmaps leverage industry expertise for identifying cross functional benefits of integrated data. Business focused Industry Data Models provide a customer proven blueprint for an integrated data platform by bringing together valuable business information that delivers a single, consistent view of customer activity and operational efficiency. Models are built on a Unified Modeling Framework that allows integration of common business processes across all industries.

Master Your Data Within a Single Architecture

Teradata Unified Data Architecture leverages the complementary value of best-in-class technologies from Teradata, Teradata Aster, and open source Apache™ Hadoop. It empowers every pre-approved decision-maker across your organization to ask any question, against any data, with any analytic, at any time. Built upon open standards, deployment is fast and flexible.

Teradata helps many of the world's most successful life sciences companies transform data into insights, which leads to amazing outcomes. For more information, visit teradata.com/lifesciences.

10000 Innovation Drive, Dayton, OH 45342 Teradata.com

Teradata and the Teradata logo are registered trademarks of Teradata Corporation and/or its affiliates in the U.S. and worldwide. Teradata continually improves products as new technologies and components become available. Teradata, therefore, reserves the right to change specifications without prior notice. All features, functions and operations described herein may not be marketed in all parts of the world. Consult your Teradata representative or Teradata.com for more information.

Copyright © 2015 by Teradata Corporation All Rights Reserved. Produced in U.S.A.

4.15 EB8755



TERADATA