



## How do you turn Data into Insight?

Powered Data360

### A single 360-degree data view for world-class user productivity and data quality.

The comprehensive pharmaceutical analytics and data management suite from P360 delivers an end-to-end intelligence analytics platform with an ample set of tools to facilitate and support your organization.

Providing users with complete insights at a single glance increases user productivity and quality of data enormously, and the P360 Data Platform, built on the Microsoft Azure Cloud, is the only solution in the pharma technology marketplace that provides end-to-end pharma commercial data analytics and data management solutions. As Forrester recommends, “PowerBI leapfrogged the competition”<sup>1</sup>

### Powered by the Best: Microsoft Azure and PowerBI

#### Best-in-Class Foundation

Our Data360 solution leverages the powerhouse foundation of Microsoft’s PowerBI analytical monolith, and adds an ecosystem of your data to create a powered, homogeneous data environment which fuels your strategies. Plus, built-in machine learning models provide the insights, predictions, and next best actions at amazing accuracy to help you leverage the power of data science to make decisions as the industry changes. Enhanced productivity by leveraging your existing Microsoft Office 365 footprint.

#### Seamless Integrations

Pharma companies are constantly working with various providers and internal systems to enhance current data, provide business opportunities, and stay compliant. We have pre-built integrations with most of the industry vendors for all major commercial functions as such as CRM, License Validation, Sample Shipment, Claims, MIRs, HUB data among others. Seamless for you.

### Why Data360?

Robust pharma analytics and data management solutions for commercial pharma businesses:

- Data Warehouse
- Machine Learning Models
- Integrations
- Prebuilt Reports & Dashboards
- Sales Reporting
- Insights / Next Best Action
- Call Plan and Alignments
- Deciles & Affiliations
- Incentive Comp
- Rosters
- Managed Care
- Gross to Net / Forecasting
- Aggregate Spend
- Marketing Campaigns
- Social Sentiments

## Managing Modern Data Estate for Commercial Pharma Business

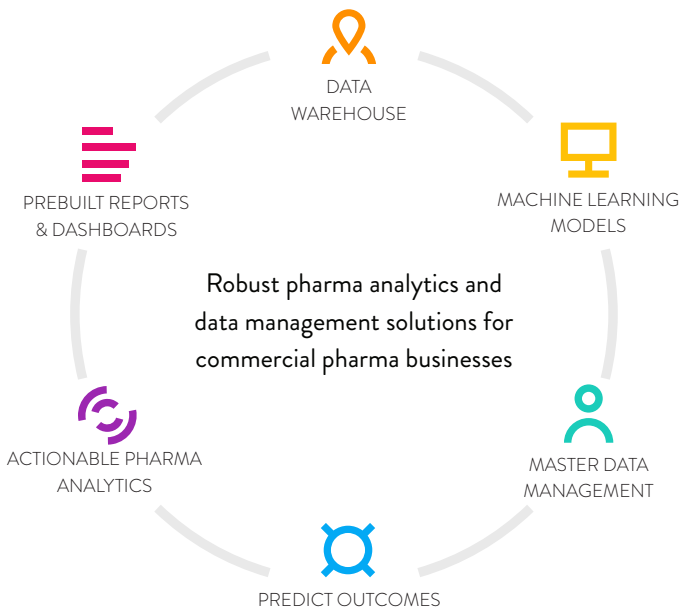
### Bringing AI to Life

Data360 analytics models are designed to deploy rapidly and provide access to the right information for your specific business needs, at the right time. Our advanced pharmaceutical analytics applications help you convert data into intelligent actions through learning models that can predict far more accurately than human beings, using hundreds of variables.

### Stratified Reporting

Allow your management to leverage the same data sources as team members, but with aggregate dashboards and views, giving them greater agility to make effective strategy changes with access to new and existing data streams.

Data360 provides best-in-class pharmaceutical analytics and data management solutions to meet the unique needs of a life sciences company. Our platform allows you to generate, manage, and maintain flexible, real-time data from anywhere at any time - effectively improving response times and overall operational efficiency.



## Why Data360?

### Management of your Data, combining sources like no other:

- Prescription Data
- Call Activity
- Contracts
- Plan Formulary
- Hub / Specialty Pharmacy
- Speaker Bureau Claims
- Sample Shipment License Validation
- Rebates and Chargebacks
- Call Center
- Rosters
- Expenses
- Human Resources
- Expand to order management

### For more information, contact us at

info@p360.com  
 +1 732 703 6100  
 p360.com

1) The Forrester Wave™: Enterprise BI Platform (Vendor-Managed), Q3 2019

## Why P360 For Pharma

P360 (previously Prescriber360) powers pharmaceutical organizations with advanced, scalable and ROI-built commercial strategy and technology solutions. Delivering a 360 view through the pharma, prescriber and patient ecosystem, P360 designs and deploys capabilities that ensure highest efficiencies and returns on sales operations, data management, clinical trials, patient centricity, and IoT innovation.

A Microsoft Gold Partner specialized in life sciences, P360 has partnered with customers from Top Pharma to emerging biotech for over 25 years, committing to deliver higher efficiency and value.

