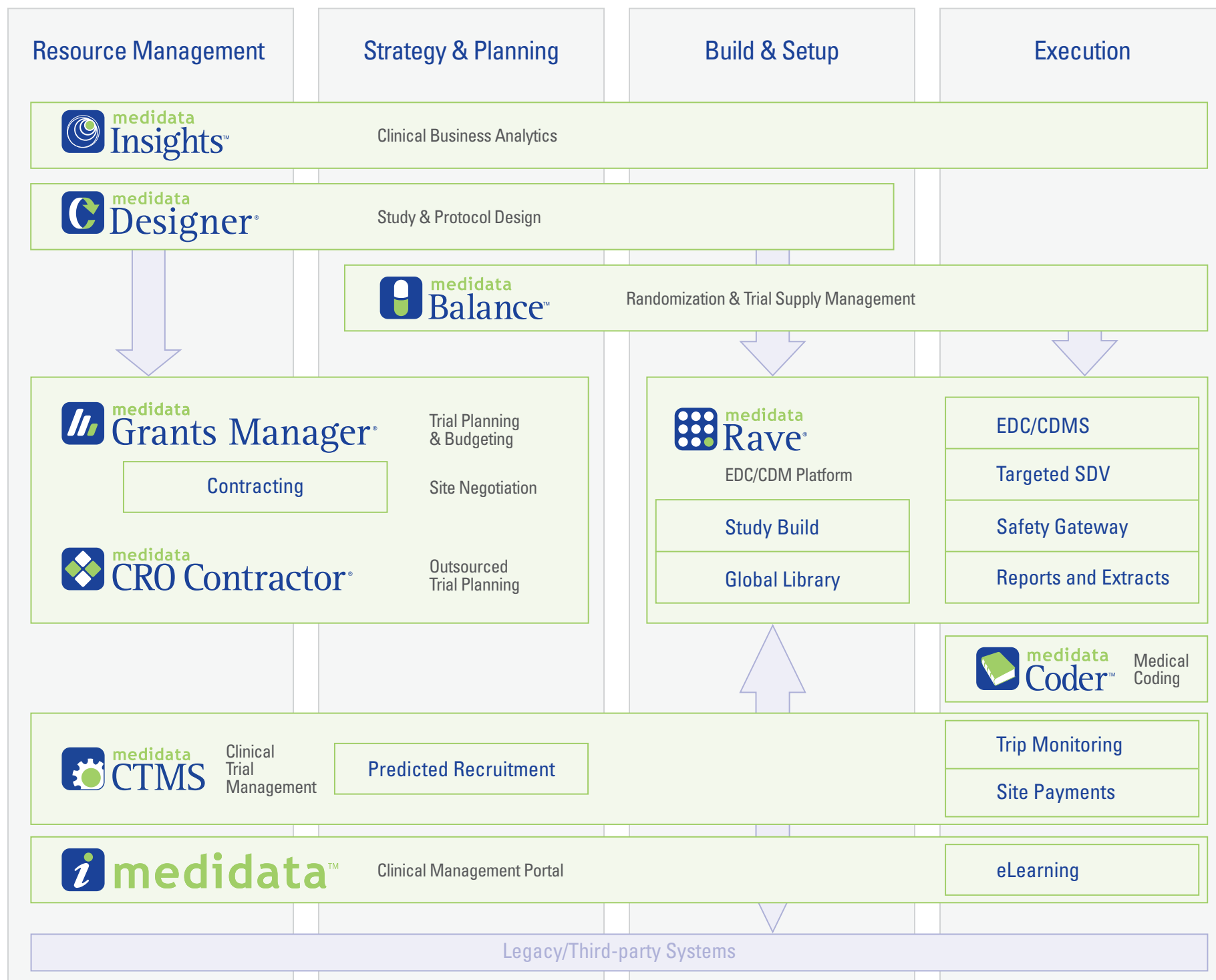


Innovative Technology to  
Lower the Total Cost of  
Clinical Development

# Optimizing Clinical Trials: Concept to Conclusion™

Medidata is committed to enhancing and streamlining clinical trials from start to finish—beginning with the trial concept and protocol design to conclusion with actionable data. Medidata builds solutions based on our in-depth understanding of clinical research workflows, generating new and enhanced efficiencies through a unified, highly interoperable and scalable architecture. Addressing the holistic clinical research process, rather than simply supporting discrete activities, Medidata’s platform brings significant benefits to customers by eliminating redundant tasks, enhancing collaboration, improving decision making and reducing the total cost of clinical development.



## Medidata Insights™

Clinical business analytics driving informed decision making for enhanced operational efficiency, utilizing industry-wide data

## Medidata Designer®

Optimal study design through identification of key trial procedures and data collection elements, reducing unnecessary study steps

## Medidata Grants Manager® Analysis, Planning, Contracting

Comprehensive industry data-driven system for accurately and rapidly developing investigator grant proposals and efficiently completing site negotiations

## Medidata CRO Contractor®

Data-based planning and management tool that optimizes outsourcing budgets for research sponsors

## Medidata CTMS

Robust solution supporting efficient trial management that reduces timelines for enrollment, monitoring, payments and other operational activities

## iMedidata™

Clinical management portal that provides single sign-on for all Medidata studies and applications

## Medidata Insights

Clinical business analytics driving informed decision making for enhanced operational efficiency, utilizing industry-wide data

## Medidata Designer

Optimal study design through guided protocol development informed by industry benchmarks

## Medidata Balance

Next-generation randomization and trial supply management tool enabling users to develop randomization plans using interactive simulation tools

## Medidata Grants Manager Analysis, Planning, Contracting

Comprehensive industry data-driven system for accurate and efficient financial planning and budgeting for investigator grants

## Medidata CRO Contractor

Data-based planning and management tool drives efficient planning for outsourced trial activities

## Medidata CTMS

Robust trial management solution providing insights for optimizing operations throughout study and development program life cycle

## iMedidata

Clinical management portal that provides single sign-on for all Medidata studies and applications

## Medidata Insights

Clinical business analytics driving informed decision making for enhanced operational efficiency, utilizing industry-wide data

## Medidata Designer

Optimal study design through collaboration tool, accelerating design cycle time and improving standards compliance

## Medidata Balance

Next-generation randomization and trial supply management with powerful simulation capability that enables users to design sophisticated studies without intensive programming

## Medidata Rave®

Industry-leading electronic data capture, management and reporting platform with powerful study build tools facilitating rapid study development, configurable for trials of all sizes, complexities and languages

## Medidata CTMS

Robust trial management solution improves control and visibility of regulatory and IRB filings

## iMedidata

Clinical management portal that enables rapid training and activation of study doctors and sponsor staff through streamlined administration and access to online courses

## Medidata Insights

Clinical business analytics driving informed decision making for enhanced operational efficiency, utilizing industry-wide data

## Medidata Balance

Next-generation randomization and trial supply management fully integrated with data capture and management system for efficient execution at study sites

## Medidata Rave

Industry-leading electronic data capture, management and reporting platform that streamlines clinical trials, minimizes data redundancies and enables collaboration across the study team, with tools that facilitate efficient study monitoring and capture and reporting of safety events

## Medidata Coder™

Advanced web-based coding system that provides a centralized, flexible and easy-to-integrate solution

## Medidata CTMS

Trial management solution with robust set of tools that track operations throughout study execution, allowing immediate correctives and resource allocation, including scheduling and site payments

## iMedidata

Clinical management portal that provides single sign-on for all Medidata studies, streamlining access to the electronic data capture and management system as well as other software across multiple studies and organizations

Medidata's comprehensive SaaS solutions accelerate customers' time to value and lower the total cost of clinical development by offering:

- Innovative technology
- Analytics and benchmark-based metrics
- Standards-based infrastructure
- True interoperability

### About Medidata Solutions Worldwide

Medidata Solutions is a leading global provider of SaaS clinical development solutions that enhance the efficiency of customers' clinical trials. Medidata's advanced solutions lower the total cost of clinical development by optimizing clinical trials from concept to conclusion: from study and protocol design, trial planning and budgeting, site negotiation, clinical portal, trial management, randomization and trial supply management, clinical data capture and management, safety events capture, medical coding to business analytics. Our diverse life science customer base spans biopharmaceutical companies, medical device and diagnostic companies, academic and government institutions, CROs and other research organizations, and includes more than 20 of the top 25 global pharmaceutical companies as well as organizations of all sizes developing life-enhancing medical treatments and diagnostics.

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### Optimizing Clinical Trials: Concept to Conclusion™

BUSINESS ANALYTICS | STUDY & PROTOCOL DESIGN | TRIAL MANAGEMENT, PLANNING & BUDGETING | SITE NEGOTIATION  
RANDOMIZATION & TRIAL SUPPLY MANAGEMENT | EDC/CDM | MONITORING | SAE CAPTURE | CODING | CLINICAL PORTAL