

COMMERCIAL INTELLIGENCE 360

The Next-Generation Platform Built for Scale, Designed for Intelligence

ACTICS Commercial Intelligence 360 (CI360) is EVERSANA's unified intelligence platform that centralizes data ingestion, harmonization, analytics, and activation to deliver real-time, actionable insights across the commercial lifecycle.

Built as a modular ecosystem, CI360 empowers organizations to adopt the full platform or activate only the components they need.

UNIFIED INTELLIGENCE. INTEGRATED ACTIVATION. REAL-WORLD IMPACT.

Features & Benefits



Unified Data, Analytics & Activation

- Single platform eliminating ecosystem fragmentation
- Near real-time 360° visibility into patients, prescribers, and performance
- Transparent logic, rapid onboarding, integrated activation
- Delivers speed, consistency, alignment, and scalability across all teams



Integrated Intelligence Across the Commercial Lifecycle

- Connects data, analytics, and activation throughout EVERSANA's offerings
- Plug-and-play interoperability (CRM/MA, e.g. Veeva; media platforms)
- AI-enabled quality checks for greater reliability



Scalable Analytics From Pre-Launch to Growth

- Automated ingestion and standardized domain models
- Advanced analytics across field, marketing, access, and patient services
- Intuitive and modular interface supporting evolving use cases

Platform Structure: Three Product Categories

- **Product Applications**
Standard and user-driven insights into cohorts, clinical, market, and payer analytics.
- **Data Products & Services**
Centralized data operations, governance, and EVERSANA's proprietary data assets.
- **AI Products & Agentic AI**
AI-driven recommendations, cohorting, forecasting, and automated workflows.

Why ACTICS Commercial Intelligence 360 is Different

- **Expertise in Complex Commercial & Marketing Data**
Deep experience harmonizing data from hundreds of sources
- **Unified Data + Analytics + Activation**
One continuous flow – not multiple tools stitched together
- **Proprietary EVERSANA Data Assets**
Claims, SDOH, Master360, Affiliations, media datasets
- **Life Sciences–Expert Managed Services**
Strategy, analytics, media, and patient services teams ensure insights become impact
- **Transparent, Rapid, Scalable**
Weeks not months onboarding, prebuilt models, full logic visibility
- **Modern, Unified Foundation + Cross-Team Migration Roadmap**
Built for scale, with a migration path allowing all teams to consolidate into the next-generation environment
- **Evolving Configurability & Self-Service**
The platform continues to evolve toward greater sales configurability and self-service, enabling teams to tailor insights, logic, and workflows within a unified, governed ecosystem

