



Intelligent Commercial Solutions for Pharma Excellence

AI & GenAI-Driven Insights to Optimize Targeting, Market Access, and Operations

About

Saama's Commercial Services empower pharmaceutical organizations with **customizable AI & GenAI solutions** that enhance decision-making, streamline operations, and drive commercial success. Our expertise lies in combining advanced AI-driven insights with a consultative approach to help pharma teams optimize contract management, payer analytics, and market access strategies.

By leveraging advanced AI, GenAI, and predictive analytics, we enable pharma companies to optimize drug launches, improve market access, and accelerate commercialization. Our expert-driven approach ensures that every solution is built for **your unique business challenges**.

Benefits

Tailored AI & GenAI Solutions

Enhance field engagement with a GenAI-driven smart assistant that delivers real-time recommendations. Leverage predictive insights to identify drug switch patterns, personalize interactions, and optimize outreach strategies for better HCP engagement.

Smarter Market Access & Targeting

AI-powered intelligence optimizes HCP/HCO targeting, payer negotiations, and pricing strategies for maximum market penetration.

Seamless Integration & Data Unification

Our solutions break down data silos, integrating structured and unstructured data into a 360° commercial view.

Scalable, Cost-Optimized Commercialization

Achieve up to 40% cost savings while maximizing contract utilization and market share growth.

End-to-End Support & Consulting

Beyond technology, our team provides strategic consulting, hands-on implementation, and operational expertise to ensure success.

Key AI-Powered Solutions & Capabilities

Saama's Commercial Analytics Services deliver high-impact solutions across three core areas:

1 Improve Access to Your Data

- Predictive & Prescriptive Analytics**
 Detect drug switch patterns, optimize rebate strategies, and make data-backed decisions.
- GenAI-Powered ACE Co-Pilot (Analytics for Commercial Excellence)**
 A virtual assistant delivering real-time insights, data storytelling, and strategic recommendations. It enables smart data interactions, governance, and AI-driven literature search for quick, actionable insights.
- Integrated Commercial Data Platform**
 A unified hub for commercial data insights, patient analytics, and operational efficiency.

2 Custom AI & GenAI Solutions for Pharma

- Smart Targeting & Field Management**
 AI-powered tools enhance omnichannel engagement, rep effectiveness, and drug distribution.
- Advanced Data Management & Governance**
 AI-driven DataOps accelerates ingestion, processing, and harmonization for scalable, compliant data models.
- Market Access Solutions**
 AI-powered pricing, contracting, and payer intelligence for optimized access strategies.

3 Workflow Automation & Operational Optimization

- AI-Enhanced Commercial Operations**
 Automate workflows to reduce costs, improve accuracy, and boost efficiency.
- Custom-Built AI Applications**
 Whether software-based or manpower-driven, we create bespoke solutions tailored to your commercial needs.



The Saama Advantage

Saama combines AI innovation, deep domain expertise, and consultative support to help pharma companies achieve commercialization success. Our approach is flexible, scalable, and designed for real-world impact, ensuring seamless integration with your commercial strategy. Whether through tailored AI solutions or advanced analytics, we empower teams to optimize decision-making and drive better outcomes.

Contact us at info@saama.com to schedule a personalized demonstration.