

# Trinity Brand Insights AI

Unlock the collective power of all your brand research with a GenAI tool designed especially for biopharma



**Trinity Brand Insights AI is uniquely positioned to transform the world of biopharmaceutical insights.**



It is a powerful insights assistant and tool that allows you to answer brand questions in seconds and update those answers continually with new data.



It can ingest information from multiple sources, accelerate analysis, synthesize findings, uncover formerly unseen patterns and more.



It isn't just a repository; it's a catalyst for impactful, productive use of existing information and resources.

Brand Insights AI, Trinity's chat-based AI interface, is designed to unlock the collective power of all your insights by connecting to primary market research (PMR), secondary literature and data (qualitative/quantitative research, interview transcripts and notes, open-ended responses, PPT deliverables and much more). The knowledge library can be organized by brand and is built to be friendly with external documents and files.

Brand Insights AI can be implemented immediately and is ready to use enterprise-wide upon delivery.

Our AI application is private to your enterprise and ensures your data and valuable IP are always secure and never inappropriately shared.

**Ask Us A Question | Schedule A Demo | [info@trinitylifesciences.com](mailto:info@trinitylifesciences.com)**

Explore [Trinity Brand Insights AI](https://www.trinitylifesciences.com) | [www.trinitylifesciences.com](https://www.trinitylifesciences.com)



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**Insights and Analytics teams in life sciences are sitting on a vast repository of archived, untapped information. Research catalogs are difficult to access and search—and drawing broad insights from them is very time-consuming.**

**Brand Insights AI develops, shares and refines insights across the full breadth of brand research:**

How can teams across the organization tap into research they may not even know about?

How can we be more impactful and productive with the information and resources we already have?

Can strategic decision-making be improved—and accelerated—with GenAI?

Is new research needed to answer this question...or was something similar done before?

Can brand research be integrated across projects, time and teams?

How can new hires immediately tap into years of past research?

**Brand Insights AI is a GenAI tool designed by experts with deep technical knowledge and expertise in the nuances of life sciences research. It is a system built for pharma.**

- ✓ Works across the research spectrum: therapeutic areas, patient, prescriber, payer, qualitative, quantitative and more
- ✓ Powered by each client's data and Trinity's biopharma insights expertise to drive development, user experience and continuous improvement— from back end to front end (data prep to prompt engineering)
- ✓ Built with [Trinity AI](#)'s tested expertise in developing, deploying and supporting SaaS applications for pharma commercial operations
- ✓ Adjusts to life sciences' evolving needs with learnings from human-in-the loop feedback and agile, tailorable design
  - » Can scale to accommodate all sizes of organizations and brands at all stages of the lifecycle

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