

You've already paid for the insights. *Now, start using them.*

Ariya Compass is a decision system built for pharma teams. It transforms market research, competitive intelligence and medical publications into clear, evidence-based recommendations.

Think of it as a shared brain for your commercial and insights teams. One place where all your research, CI, and publications live and can be queried instantly.

01 THE REALITY TODAY

<p>01 · THE INVESTMENT</p> <p>You invest heavily in research.</p> <hr/> <p>Most of it never gets used. The answer was there and nobody could find it in time.</p>	<p>02 · THE SYNTHESIS GAP</p> <p>Decisions require multiple sources.</p> <hr/> <p>There is no easy way to synthesize across studies. So teams align around opinion, not evidence.</p>	<p>03 · THE DEPENDENCY</p> <p>Every major decision needs external support.</p> <hr/> <p>Consultants are brought in to do what your data should already be able to do.</p>
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02 WHAT CHANGES WITH COMPASS

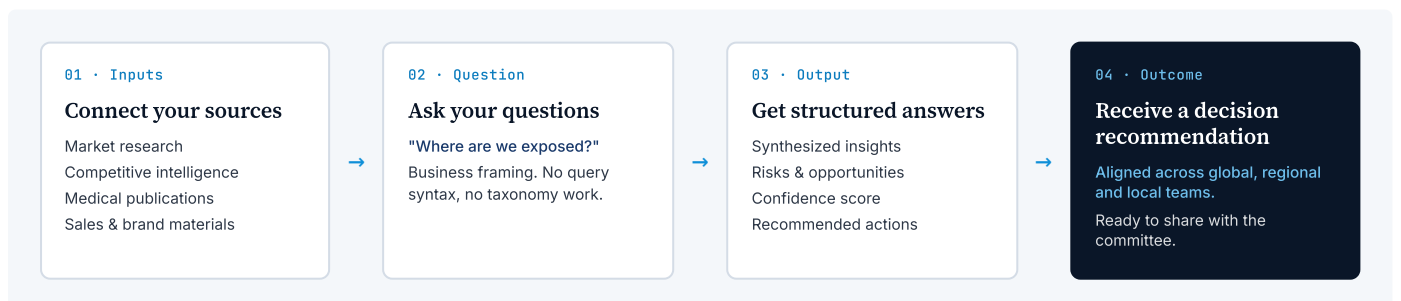
ASK THE QUESTIONS THAT ACTUALLY MATTER

- ▮ *"Where are we most exposed vs the new entrant?"*
- ▮ *"Which patient segments show the strongest clinical rationale but the weakest commercial traction, and why?"*
- ▮ *"What's the launch status in Italy and what are the current challenges?"*
- ▮ *"Which patient segments should we prioritize in the first 6 months?"*

GET BACK, EVERY TIME

- 01 Structured risks across sources
- 02 Traceable evidence, citation by citation
- 03 Confidence score per insight
- 04 Recommended actions, ready to share

03 FROM SOURCES TO DECISIONS



"Two studies we were about to commission turned out to be unnecessary. Ariya found the answers in our existing research."

HEAD OF INSIGHTS · TOP-20 PHARMA · EU

HOW IT WORKS

Under the hood: *from question to recommendation.*

Compass structures your knowledge into decision-ready outputs. Every answer comes with the evidence behind it, and the confidence we have in it.

05 WHAT MAKES IT DIFFERENT

<p>01 Built for pharma workflows</p> <p>Designed for market research, CI and medical use cases.</p> <p>→ Works with your existing reports, not generic data.</p>	<p>02 Cross-source reasoning</p> <p>Connects multiple studies into one structured view.</p> <p>→ No manual reconciliation across documents.</p>	<p>03 Confidence scoring on every answer</p> <p>Each insight rated by strength of evidence.</p> <p>→ Immediate visibility on risk and uncertainty.</p>	<p>04 Human control by design</p> <p>Teams can challenge and refine outputs.</p> <p>→ Decisions remain accountable.</p>
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"We moved from reporting to decision-ready narratives. Ariya changed how our insights team shows up in cross-functional forums."

HEAD OF INSIGHTS & ANALYTICS · LARGE DERMATOLOGY COMPANY

06 WHAT IT RETURNS

<p>500+</p> <p>Decisions logged across active deployments</p> <p>INTERNAL BENCHMARK · 2026</p>	<p>~€250k</p> <p>Saved in 3 months by getting answers from existing data instead of commissioning new studies</p> <p>PHARMA CLIENT · EU · 2026</p>	<p>~€15k/mo</p> <p>Recurring consulting costs avoided</p> <p>PHARMA CLIENT · EU · 2026</p>
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07 GETTING STARTED

<p>01 Start with one brand or therapeutic area</p>	<p>✓ No IT overhaul required to get started</p>
<p>02 Connect existing materials</p>	<p>✓ Runs within your existing environment and data residency setup</p>
<p>03 Define the key business questions</p>	<p>✓ 6-10 weeks to first measurable impact</p>
<p>04 First outputs delivered within weeks</p>	

Most teams reach their first decision output within 6 weeks, using only what they already own.

Book a 30-minute session.

See how your current data can drive faster decisions, using what you already own.

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