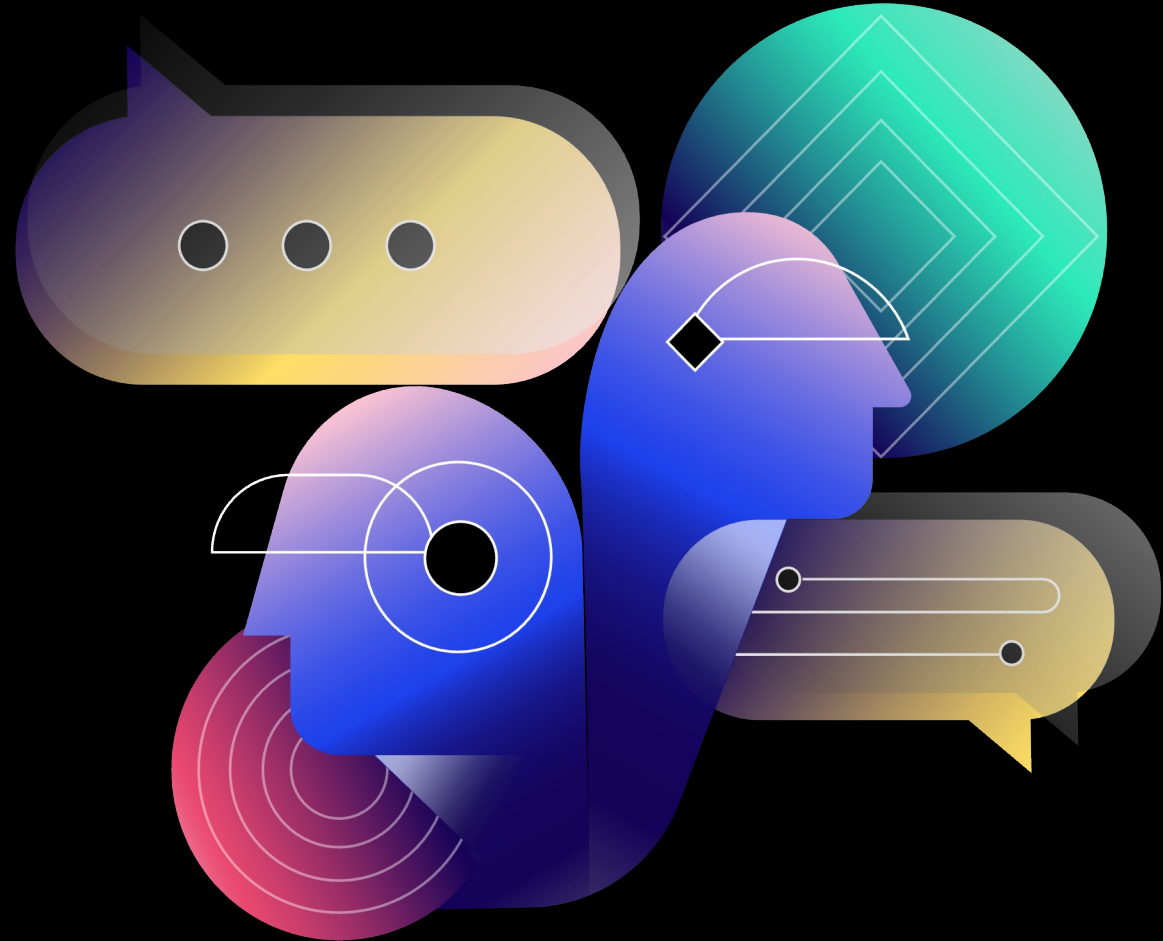


**BYOD:**  
*Bring Your  
Own Data*



 **FERMA.AI**  
A product of ZoomRx

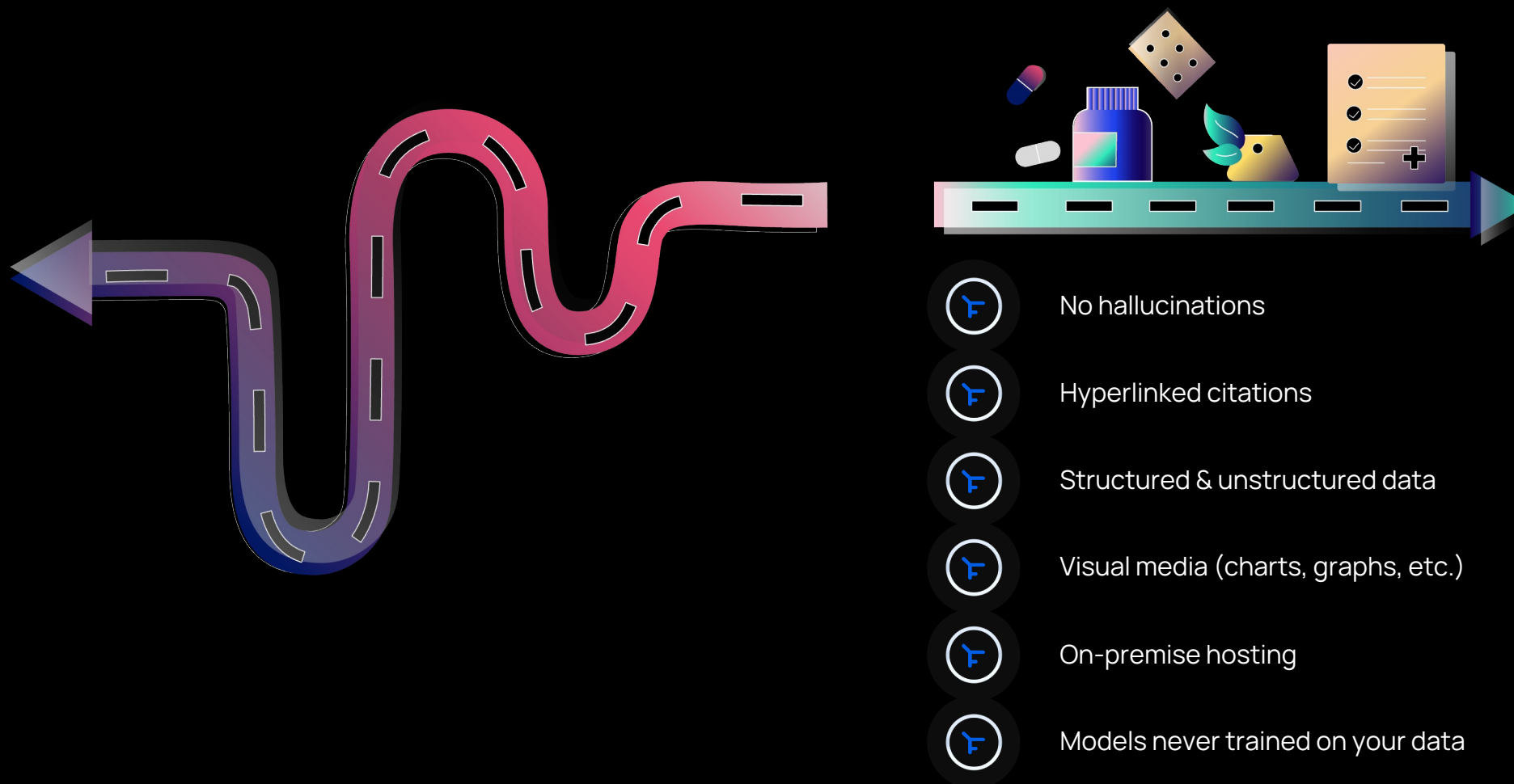
# Bridging the Gap

Pharmaceutical companies amass valuable data every day, but harnessing these insights can be a challenge internally



# The *Ferma* Approach

Ferma's BYOD solution drives evidenced-based decision-making and strategic innovation amongst life sciences organizations



# Embracing *Data Complexity*

Whether it's a PDF of a clinical report, a spreadsheet of financial data, or a slide deck with consultative recommendations, our solution seamlessly handles it all

## Text Documents

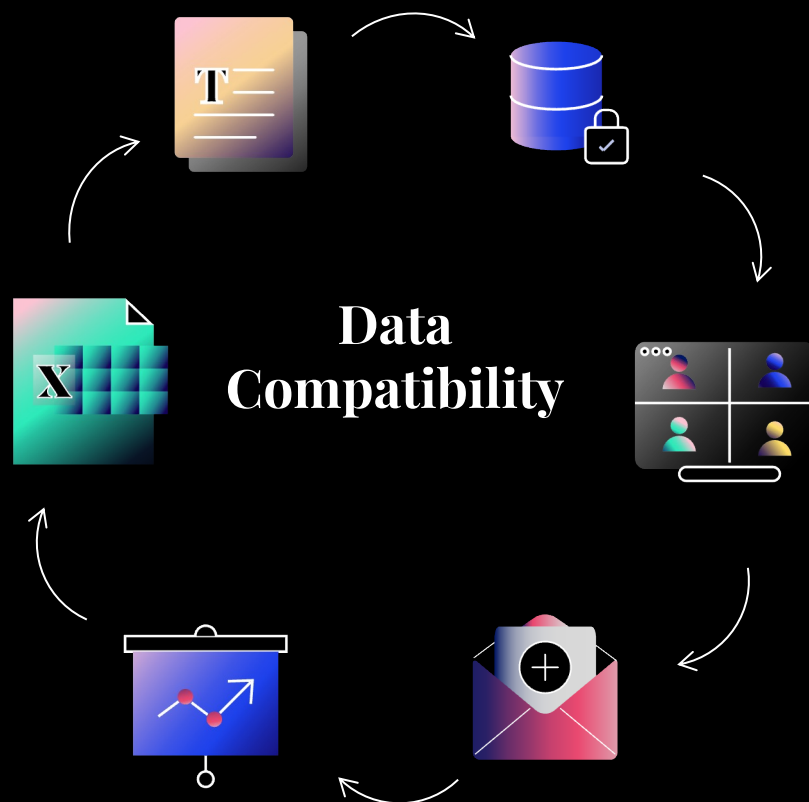
Microsoft Word, Google Docs,  
PDFs, TXT files

## Spreadsheets

Microsoft Excel, Google Sheets,  
CSV files

## Presentations

Microsoft PowerPoint,  
Google Slides, Keynote



## Databases

Salesforce, Veeva, IQVIA,  
Symphony, MySQL

## Recordings

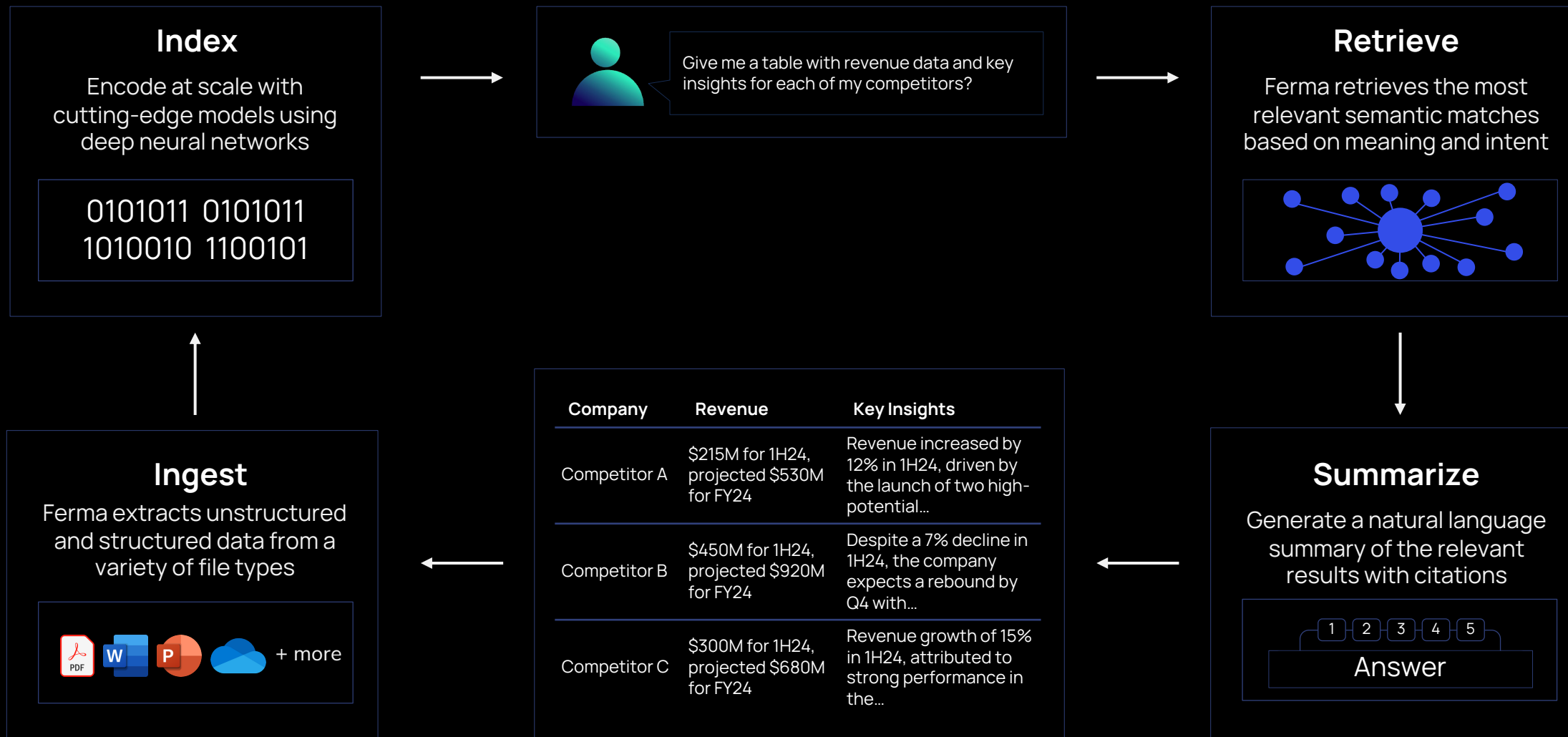
Meeting recordings,  
qualitative interviews

## Communication Archives

Slack, Microsoft Teams,  
Zoom meeting transcripts

# The *Ferma* Approach

Ferma's Retrieval Augmented Generation (RAG) infrastructure is optimized for data privacy, reliability, and performance



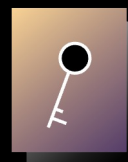
# *Your Data* Stays with You

Data security is paramount. Our solution has been built with privacy in mind, ensuring that your sensitive data is never at risk



## Privacy

Ferma will never use your data to train our models



## Security

Ferma uses advanced encryption and secure access controls



## Control

Ferma allows customers to retain complete control of any data shared



## Hosting

Ferma offers flexible hosting options – data can reside securely on our servers OR entirely within your infrastructure



## Firewalls

Ferma establishes user-based firewalls tailored to your requirements

# *Seamless* User Experience

Ferma employs a chatbot interface for a natural language conversations. Simply type in your query and let our AI do the rest

## FEATURES



### Reasoning



Each question is addressed with a plan of action required to answer your query



### Citations



Each answer is supported by hyperlinked citations to the source material












### Suggestions



Follow-up questions are provided to further your research activities

# *Beyond* Off the Shelf

One size rarely fits all. Our custom solution offers multiple features tailored specifically for the life sciences industry

	Ferma	Microsoft 365 Copilot
Data Source Agnostic		
Life Sciences Training		
Microsoft Enterprise Security & Privacy		
On-Premise Hosting Options		
Custom Fine-Tuning		



# Life Sciences *Expertise*

Ferma.AI has been trusted by a number of leading biopharma brands to make better use their life sciences data



Genentech





**Get in touch**

info@ferma.ai