BYOD: Bring Your Own Data





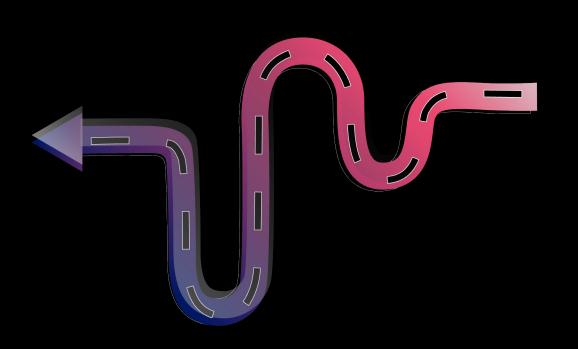
Bridging the Gap

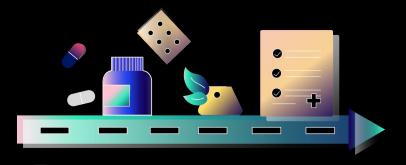
Pharmaceutical companies amass valuable data every day, but harnessing these insights can be a challenge internally

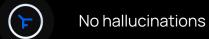


The Ferma Approach

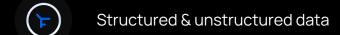
Ferma's BYOD solution drives evidenced-based decision-making and strategic innovation amongst life sciences organizations

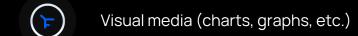


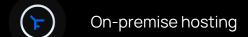












Models never trained on your data

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



Encode at scale with cutting-edge models using deep neural networks

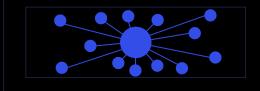
0101011 0101011 1010010 1100101



Give me a table with revenue data and key insights for each of my competitors?

Retrieve

Ferma retrieves the most relevant semantic matches based on meaning and intent





Ferma extracts unstructured and structured data from a variety of file types



Key Insights Company Revenue Revenue increased by \$215M for 1H24. 12% in 1H24, driven by Competitor A projected \$530M the launch of two highfor FY24 potential... Despite a 7% decline in \$450M for 1H24, 1H24, the company Competitor B projected \$920M expects a rebound by for FY24 Q4 with... Revenue growth of 15% \$300M for 1H24, in 1H24. attributed to Competitor C projected \$680M strong performance in for FY24 the...



Generate a natural language summary of the relevant results with citations

1 2 3 4 5 Answer

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 userbased firewalls tailored to your requirements Ferma employs a chatbot interface for a natural language conversations. Simply type in your query and let our Al 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

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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		X
Life Sciences Training		X
Microsoft Enterprise Security & Privacy		
On-Premise Hosting Options		X
Custom Fine-Tuning		X

Life Sciences Expertise

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



Genentech























Get in touch

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