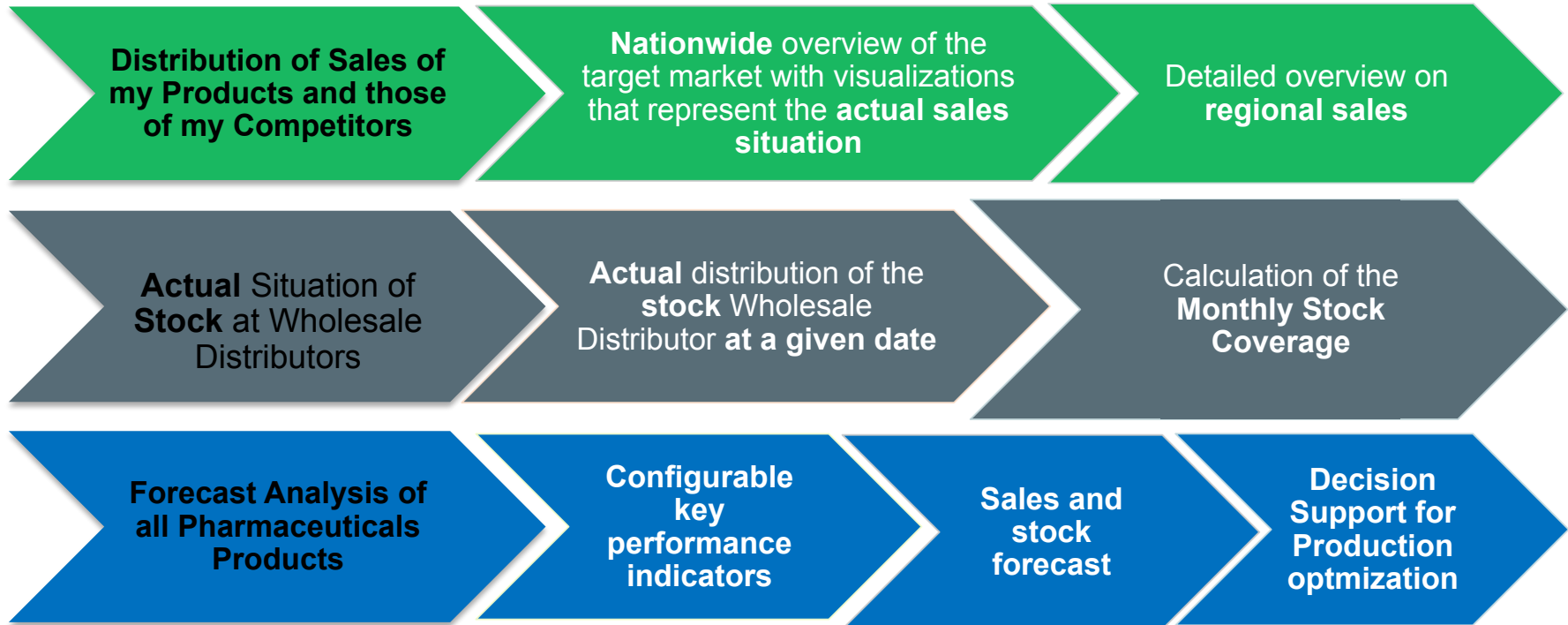# Sentinel Data

JUNE 2021

About **Sentinel Data**

Tunisian IT company created in June 2017, operating in the **pharma and healthcare sector.**

We provide data **analysis**, advanced **analytics**, and **decision making solutions, through our JUNO Solution Suite,** with cutting-edge technologies for **collecting**, **securing**, **processing**, **analyzing**, and **transforming** pharmaceutical data **into insights.**

Our Team is located in Tunisia, and is led by veterans of the IT, Pharmacist, Medical Doctor, and supply chain fields with multi year of combined experience with some of the largest multinationals in the world.

What **Challenges** for **Pharma Industries** do we solve**?**

Distribution of Sales of my Products and those of my Competitors

Nationwide overview of the target market with visualizations that represent the **actual sales situation**

Detailed overview on **regional sales**

Actual Situation of **Stock** at Wholesale Distributors

Actual distribution of the **stock** Wholesale Distributor **at a given date**

Calculation of the **Monthly Stock Coverage**

Forecast Analysis of all Pharmaceuticals Products

Configurable key performance indicators

Sales and stock forecast

Decision Support for Production optmization

Sentinel Data in one sentence ...

Through our strong partnership with Tunisian Pharmaceutical wholesalers, we provide r**eliable pharma data-driven insights** and **advanced analytics** solutions to **pharmaceutical Companies** to increase their c**ommercial value and pipelines**, and to gain **efficiency**, agility, quality, **predictability** and **responsiveness** of their sales, business development and Operations processes.

About **Sentinel Data Solutions…**

Our JUNO solutions suite, offer a **comprehensive and reliable set of data analysis capabilities** for **Market Analysis**, that are provided to pharmaceutical laboratories and industries (in Tunisia currently) as a **competitive advantage** over their competitions by :

- Better **Monitoring and Increasing their sales performances** on National and Regional or any other type of Geographical Unit.

- Better **Control of their stock management and replenishment** for improved and optimized medical products production based on solid predictability.

- Ensuring **competitive intelligence** for their **business development** through new **marketing authorizations** and **new medical products.**

About **Sentinel Data Solutions…**

SaaS based solutions, accessible on any mobile or desktop terminal, offering :

- **Innovative** technologies and state-of-the-art algorithms,
- **multi-dimension**, **dynamic** and **configurable dashboards** based on collected data
- Industry **Key Performance Indicators, KPIs,**

The **Juno Solutions** has **independent and complementary JUNO modules** that responds to Pharmaceuticals statistical needs and decision making related to Sales, Stock and Forecasts planning, replenishment and management.

Pricing Model and revenue streams

- **Revenue streams : SaaS Revenue streams-based : annual subscription model** basis to the pharmaceutical industry.

- **Pricing** based number of products, modules and users

Competitors

Multinational company with a monopoly in Tunisia and almost worldwide, in terms of supplies of statistics for the pharmaceutical industry.
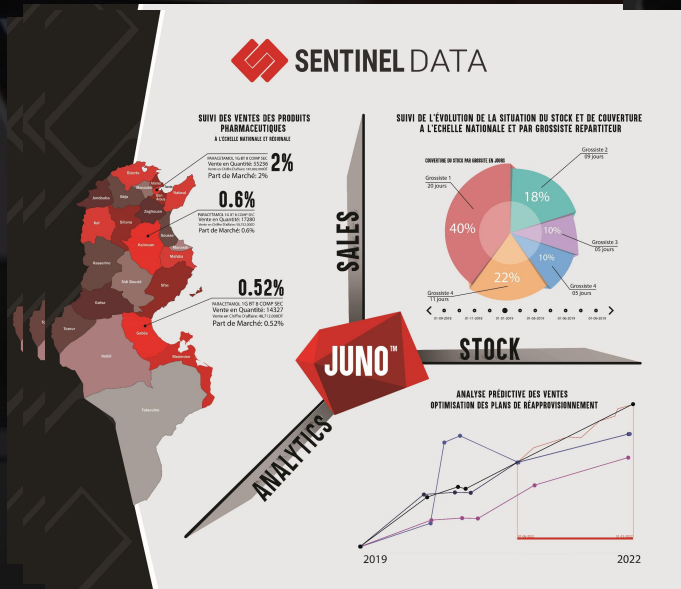
Turnover : 10 billion dollars.

Major challenge : The lack of reliability and quality of the produced statistics, and subpar technical solution

Competitive Advantages of our Solution

- **Data exchange partnership with over 80% of Tunisian Pharmaceutical wholesalers** that makes us the most reliable source of pharmaceutical data in the market.

- **Automated and semi-automated** data **collection** platform that is deployed at our partners in the different pharmaceutical channels.

- **Compatible** and can easily **integrate with** all **existing ERP**s on the market,

- Latest **innovative data** related **technologies** usage to **handle hundreds** of **data feeds** from **different sources** and **combine** them into **valuable data** and **insight** for the pharmaceutical industry

- **Analysis** and **processing** techniques allowing much **faster data availability** for **performance** analysis, **decision making and predictive analysis**.

Market Opportunity

- Sentinel Data has the potential to become the **Tunisian national leader** in the **pharmaceutical data market**, as well as **regional leader in several African countries** following the same model.

- Our solution **is being deployed in Morocco**

- The **size** of the market is **hundreds of million of dollars in Africa, and billions worldwide**

The Fine Art of
Data Analysis

Thank you for supporting us

SENTINEL DATA