

CPHI FRANKFURT, 28-29-30
OCTOBER 2025

MERLINN TODAY



CPHI FRANKFURT 2025 KICKS OFF — INNOVATION TAKES CENTER STAGE

The global pharmaceutical community gathers once again at CPHI Frankfurt 2025, where industry leaders, innovators, and manufacturing experts unite to shape pharma's future.

From sustainable production to AI-driven efficiency, this year's event highlights how digital transformation is redefining the pharmaceutical value chain.

The event started today and will continue on the 29th and 30th, bringing more insights and innovations to the stage.



Merlinn EPD Data Analysis Solution Featured at CPHI Frankfurt

Merlinn, our EPD data analysis solution, is being showcased at our stand, introducing how advanced analytics and AI can transform efficiency in pharmaceutical business.

Discover Merlinn at CPHI Frankfurt – Stand 4S14

Merlinn brings precision to pharmaceutical analytics. By integrating NHS EPD data, it delivers insights that go beyond regional trends – including surgery-level segmentation to uncover real prescribing patterns and opportunities.

With its AI-powered dashboards, Merlinn helps companies evaluate performance, simulate business scenarios, and improve strategic planning.

Meet Triton BIT Solutions at Stand 4S14 and explore how Merlinn is redefining intelligence in pharma.

Why You Should Use Merlinn

Merlinn is the missing link between data and decision – an easy-to-use, complementary tool that turns NHS EPD data into strategic insight.

With flexible usage options and same-day delivery, it provides quick and measurable results.

Merlinn makes analytics interactive and enjoyable, helping users test ideas, find opportunities, and innovate confidently.

It offers dedicated panels for different needs:

Market Access, Business Development, Investor, and Grow in UK.

Who Can Benefit from Merlinn

Merlinn is a complementary tool for existing data and solutions – the missing part of the analytical cycle. It connects scattered information, turning data into meaningful, actionable insight.

From CEOs and Strategy Leaders to Sales Managers and Market Access Teams, Merlinn helps every level of the organization make smarter, evidence-based decisions.

With AI-integrated opinions, users are encouraged to create new ideas, identify missed opportunities, and refine strategic thinking.

Visit Triton BIT Solutions at CPHI Frankfurt – Stand 4S14 to discover how Merlinn completes the data intelligence cycle.



Merlinn
EPD Dashboard+