

indegene

Omnipresence™

**LIFE SCIENCES CUSTOMER
EXPERIENCES FOR THE
2020s**



FOLLOW US TODAY



*"Pharma CIOs should
watch the market..."*

Gartner®

Market Guide for CRM in Pharma and Biotech

Published: October 26, 2017

*"Indegene differentiates itself by
enabling advanced functionalities"*



**NUCLEUS
RESEARCH**

CRM Technology Value Matrix

Published: October 10, 2018 and April 12, 2019



*Strategic
Alliance*



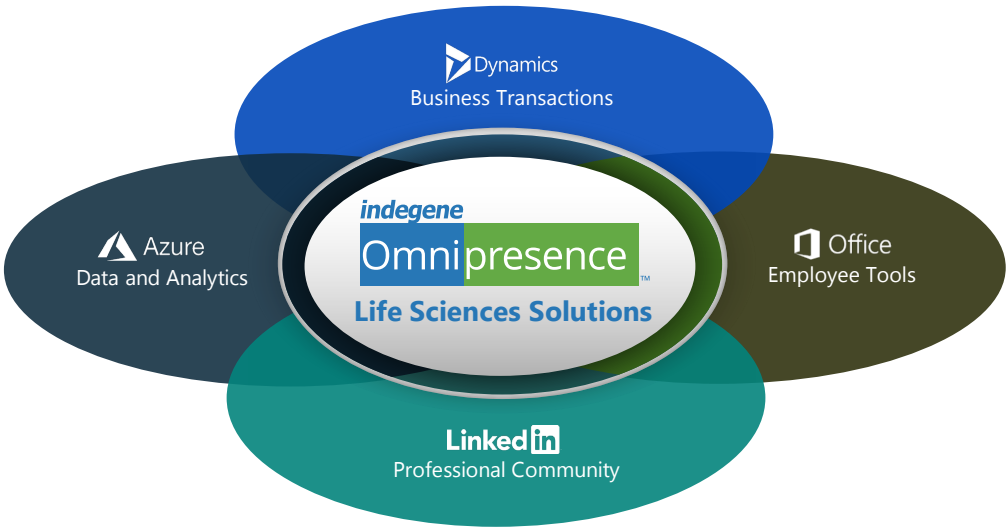
Microsoft

Next-Gen Customer Experiences

Omnipresence is an innovative enterprise platform for life sciences organizations to transform the experiences they create for healthcare providers, business partners, patients, and other customers while modernizing disparate systems into a unified digital ecosystem. The platform is the result of a strategic alliance between Indegene and Microsoft, who together bring the next-generation customer engagement platform to the industry.

Omnipresence combines the power of Dynamics 365, Azure, Microsoft 365, and LinkedIn suites and fully verticalizes these for the industry. The class-leading technologies can then enable richer omnichannel experiences for customers, intelligent interactions based on advanced capabilities built right in, and a simplified footprint with multiple underlying technologies working together seamlessly and which fit well with existing corporate stacks.

The Power of 5 Clouds to Win the 4 Imperatives



Impact of Next-Gen Capabilities



“Customer Experience Is The New Brand”
– Forbes



1. Forbes: Customer Experience Is The New Brand. <https://www.forbes.com/sites/sheph-yken/2018/07/15/customer-experience-is-the-new-brand/#73db100f7f52>

OMNICHANNEL DONE RIGHT

Face-to-face, remote, email, digital follow-ups + unique experiences e.g., next-gen self-service, social

Sophisticated consent management and multichannel campaign execution with customer journey management

Event management with speaker controls, complex agendas, participant registration-attendance-feedback, vendor and venue tracking



SIMPLIFIED FOR SALES

Customer & account profiles, call plans, call recording, route planning, alignment, time off, sampling, field coaching

SIMPLIFIED FOR KAMs

Account profiles, account plans and objectives, opportunity-to-order

SIMPLIFIED FOR MSLs

Inquiry case management, response documents, firewall from commercial

ANY DEVICE...

WITH THE GENIE ASSISTANT

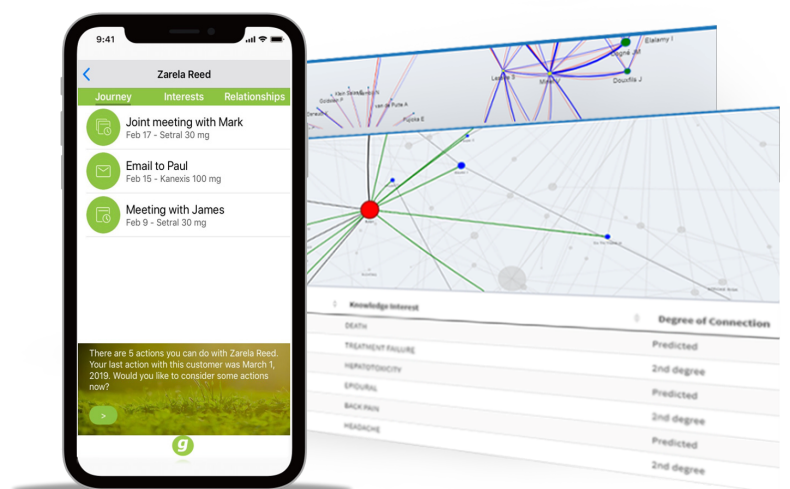


LIFE SCIENCES ANALYTICS, COGNITIVE CAPABILITIES

In-built KPIs & dashboards, data flow automation to simplify data management

Deep customer graph from public and private data

Predictive tools for content development and personalization



KEY FACTS

OMNICHANNEL DONE RIGHT

| Capabilities | OMNIPRESENCE | Old-Gen Systems |
|--|--------------|--------------------------|
| Any device for users and customers, with offline capabilities | Yes | Several device gaps |
| Omnichannel content sharing i.e., face-to-face, email, digital follow-ups, rich remote engagement including on-demand and live inquiries | Yes | Some functionalities |
| Sophisticated consent management | Yes | Simple opt-in/out |
| Compliant social | Yes | Limited |
| Collaboration within teams through Microsoft Teams | Yes | No/Integrations (\$\$\$) |
| Life sciences trained bots | Yes | No |
| Advanced self service capabilities for unique customer experiences e.g., next-gen self-service | Yes | No |

SIMPLIFIED FOR SALES, KAMs, AND MSLs

| Capabilities | OMNIPRESENCE | Old-Gen Systems |
|---|--------------|---------------------|
| Deployment in less than 10 weeks | Yes | No |
| Simplified capabilities for sales, i.e., customer & account profiles, call plans, call recording, route planning, alignment, time off, sampling, field coaching | Yes | Yes |
| Simplified capabilities for MSLs, i.e., inquiry case management, response documents, firewall from commercial | Yes | Yes |
| Simplified capabilities for KAMs, i.e., account profiles, account plans and objectives, opportunity-to-order | Yes | Yes |
| Multichannel campaign execution with customer journey management and 360 visibility | Yes | Additional (\$\$\$) |
| Event management with speaker controls, complex agendas, participant registration-attendance-feedback, vendor and venue tracking | Yes | Additional (\$\$\$) |
| Native integration with Microsoft identity, infrastructure, calendar, and email systems | Yes | Additional (\$\$\$) |

ADVANCED ANALYTICS AND COGNITIVE CAPABILITIES

| Capabilities | OMNIPRESENCE | Old-Gen Systems |
|--|--------------|-----------------|
| Genee intelligent assistant with conversational interface | Yes | No |
| Deep customer graph from public and private data sets | Yes | No |
| Genee trends with AI to maximize user effectiveness | Yes | No |
| Predictive tools for content development and personalization | Yes | No |
| Data flow automation to simplify data management | Yes | Limited |



Strategic
Alliance

