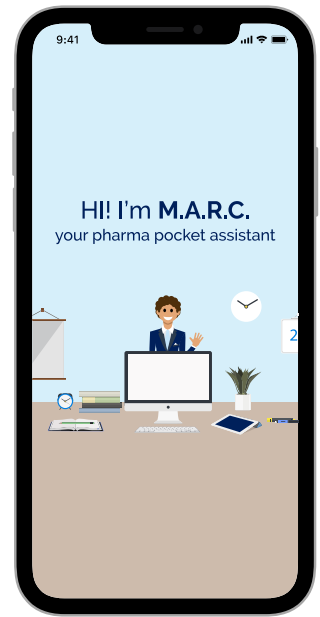




# M.A.R.C.

## Prescriptive Pharma Artificial Intelligence Coach

Excellence in execution is the goal, but experience teaches us that more than 75% of field force users are struggling to follow a Strategic Analytical Process to drive good performance. Indeed, although companies push for innovation, end users rarely adopt the available tools (dashboard, reports).



## WHY M.A.R.C.

M.A.R.C. is a Pharma Pocket Expert, ready to assist the user in real-time, a real source of powerful strategic hints, with access to already integrated data models and capable to learn from past behaviors and previous patterns. One of his strengths is about the leveraging of usage data to be proactive, providing the right information in the right way and at the right time, thus improving the quality of work and the performance through:

- Simple and intuitive UX that «Mimics human behavior»
- Application of AI best in-class technologies to the Pharma environment
- Simplified access and enhanced power of existing data and company's tools

In conclusion, M.A.R.C. is a concrete answer to the needs of the Pharma market, able to face up to the challenges of the new trends and technologies.

## KEY BUSINESS BENEFITS

- Virtual Coach for Sales Force: he supports your Sales force to improve business effectiveness and better align to the Company strategy.
- Integrated: he directly connects with all Company Information, both for sales and activities, and innovative data sources.
- Proactivity: he enriches Business analyses with relevant and meaningful information & gives Sales Force a system of proactive notifications on data.

# FEATURES

## “ STRATEGIC HINTS/SUGGESTIONS

It increases users' performance by providing prescriptive and actionable insights based on business priorities.

## “ CONTEXT ANALYSIS & NATURAL LANGUAGE RECOGNITION

It assists users by giving them the right information at the right time. It simplifies users' life by reducing barriers to accessing information leveraging on Natural Language Processing.

## “ SCALABILITY

It helps companies with strategy execution and drives the change to a new operating model.

## “ SELF-LEARNING

It helps users understand and extract the right KPIs from data thanks to its AI capability.

## “ CORPORATE STRATEGY ALIGNMENT

It improves efficiency and effectiveness of business information analyses through a dedicated analytical path.

## “ DESIGN ELEMENTS

- Smartphone Based
- Voice Recognition & speech-to-text
- Context-aware interaction
- Learning capability