

BLUE CRM Pharma Operational Suite

The complete CRM operational suite

Trueblue BLUE CRM Pharma Operational Suite is composed by a innovative CRM solution and on a set of modules that fully meet the business needs of the commercial & marketing departments and the Sales force of the companies operating in the life sciences market.

The Trueblue CRM suite is based on these modules:

- Standard CRM
- Transparency module
- Coaching module
- Tenders module
- KAM & Account Plan module
- Retail module
- Marketing & Multichannel module
- MSL module
- Head Office module



Why customers use BLUE CRM Pharma Operational Suite

- A new way to work: voice interaction to fill data with the support of a prescriptive assistant
- A unique solution that integrates all company channels (RX – Retail – MSL – Multichannel, etc.) in one single Database, increasing the customer experience
- Integrated analytic engine that allows to analyse all collected data
- Easy to use and built on the user experience
- Integrated with Microsoft solutions (e.g. Azure, Teams, Hololens, PowerBI..)

Unique CRM infrastructure Head Office powerful functionality Scalability

- All data collected, integrated and shared based on users profiles
- Client manages by itself the territories changes
- A comprehensive model
- Configurable based on local business needs

30% less of company's operational and bureaucratic activities due to the completeness of the modules

Multi device Flexibility and technological integration Cloud based solution

- Smartphone first, tablet, laptop
- Integrated with Microsoft solutions (e.g. Teams, Hololens,..)
- Security and easy to use thanks to Microsoft Azure

The use and integration of standard technologies and usability in the cloud allow investment protection and savings of 40% on the HW / SW architecture

Voice recognition Analytical engine Artificial Intelligence

- Data insertion done by voice recognition
- Analytics on sales and CRM data
- AI functionality (e.g. targeting & profiling data dynamically updates)

Manually activities reduced of 40%

"Thanks to Trueblue's Analytical and Operational CRM solutions, we have been able to create and implement the selling model in our affiliates worldwide, and we are now able to measure the impact".

- Corporate Sales Excellence Director, ALFASIGMA

Trueblue BLUE CRM Pharma Operational Suite deployed on standard Microsoft technology, available on Microsoft Azure with full technology & functionality scalability.



Proof & Statistics

- A comprehensive and modular suite
- Easy to use (based on the customer experience and on our expertise)
- Real time strategy monitoring and execution with the native integration of the TRUE T360° Pharma Analytical Suite
- Suite based on Pharma needs



Proof & Statistics of Joint Solution

- Cloud solution (Azure)
- Standard Microsoft products (PowerBI, SQL, Teams, ...)
- Scalability (Microsoft Cognitive Services – BOT framework, Hololens)

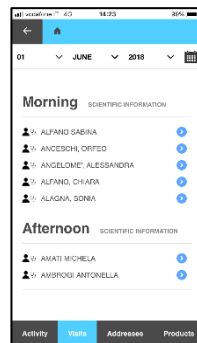
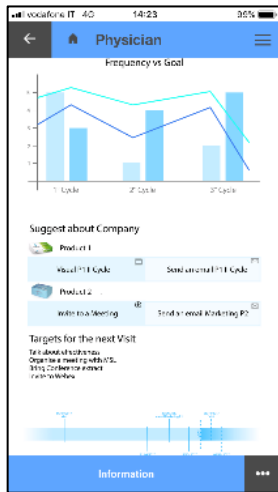
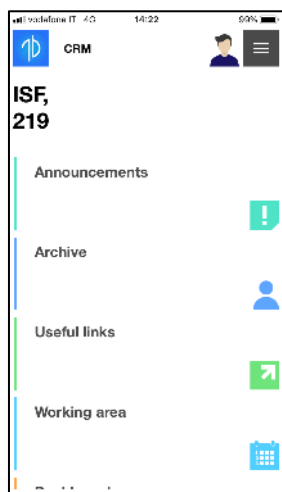
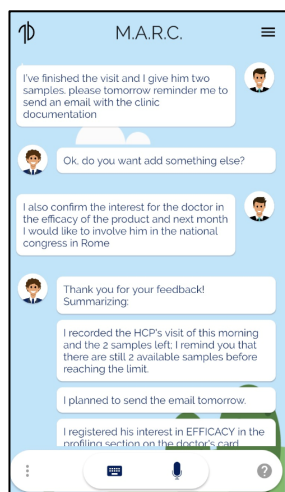
CRM Suite

Our promise to you

Proven & flexible solution, innovative solution, focus on business processes, scalability following your business needs

An offer to get you started

- Accelerator:
 - Complete product
 - Easy to learn & use
 - Cloud based
 - Trueblue Pharma expertise support



Tangible Benefits / Desired Outcomes

- Increase customer turnover (demonstrable with Six Sigma analysis)
- Reorganization and standardization of commercial processes (saving and efficiency)
- Huge costs reduction in terms of solution go live and products management (standard product)

Why Trueblue?

Ours is a story of expertise and quality with Innovation as a driver from the beginning.

We have created a comprehensive products that cover all the marketing&sales pharma needs.

The continuous research in new information technologies and the development of innovative products, in order to change the business model and improve performances, is our mission.