TRUEBLUE

Prescriptive Pharma Artificial Intelligence coach (M.A.R.C.)

AI is the new Business Intelligence

Prescriptive Pharma Artificial Intelligence coach (M.A.R.C.) has been real configured on sales needs, focused in helping marketing&sales strategy in order to improve field force performances, and addresses one of Pharma's key hurdles: the gap between Strategy and Execution.

Prescriptive Pharma Artificial Intelligence coach (M.A.R.C.) helps the business users through a guided and insightful path by identifying any improvements / decreases within the sphere of interest and proposing dedicated analysis paths based on performance, starting from a company level reaching a single client detail.

M.A.R.C. is not a next best action product, and it is composed by four key distinctive areas:
- Analytical insights
- Customer Engagement
- Skills & capabilities development
- Team work/day to day operations

Why customers use Prescriptive Pharma Artificial Intelligence coach (M.A.R.C.)

- Strategical product, not operational
- Pharma expert, pre-built, a product off the shelf
- M.A.R.C. is strategic: proactive, prescriptive and analytical processes inside (not only next-best-action)
- M.A.R.C. runs on top of any existing CRM
- Positioned by Gartner in the decision support area for Rep

Strategic, not operational
Proactive and prescriptive
Pharma expert

- It analyses all the internal and external company data combined with big / world data
- It gives proactive and prescriptive suggestions
- It has inside the Pharma business processes

A real AI product to improve business performance

Virtual Coach for Sales Force
In your pocket, on your smartphone

- It supports the Sales Force to improve business effectiveness and better aligned to company strategy
- The first solution that provides a fully conversational, user friendly interface on your phone
- Simplified access and enhanced power of existing data and company's tool

A solution that supports the users in real time

Pre-Built, Cloud based solution
Product off the shelf
On top of any solution

- M.A.R..C. is already trained on the pharma data and processes and does not need to be configured
- It works on top of any existing operational solution, analyzing these data combined with other internal and external data (big / world data)

Quick and full adoption by users
Multi layer analytical process

"We believe that this project is the first step towards "real digital age" ".

- CIO, Merck Healthcare

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Trueblue Prescriptive Pharma Artificial Intelligence coach (M.A.R.C.) deployed on Microsoft technology, available on Microsoft Azure with full technology & functionality scalability

Proof & Statistics

- Pre-built solution, off the shelf
- Performance improving: strategic hints/suggestions
- Pharma knowledge inside: already trained on Pharma processes
- Context analysis & natural language recognition
- Corporate strategy alignment

Proof & Statistics of Joint Solution

- Ready to use
- Flexibility and scalability
- Cloud base solution (Azure)

Prescriptive Pharma Artificial Intelligence coach (M.A.R.C.)

Our promise to you

Performance improving, focus on business processes, innovative solution

An offer to get you started

- Ability to provide powerful business insights
- Trueblue Pharma knowledge inside: already trained on Pharma processes
- Cloud based

Virtual Coach

Virtual Analyst

Smart CRM

Smart Multichannel

Tangible Benefits / Desired Outcomes

- A real and unique AI product to improve business performances

- M.A.R.C. is strategic: proactive, prescriptive and it helps to coach and standardise the company analytical processes

- M.A.R.C. runs on top of any existing CRM

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.

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