

Microsoft and Trueblue to Transform Customer Engagement in the Life Sciences Market



ABOUT TRUEBLUE / AiDEA

TRUEBLUE provides industry leading cloud-based, ready-to-use CRM, BI and AI solutions for the Life Science market. For more than 20 years TRUEBLUE has been supporting the main multinational Pharma Companies by creating and bringing innovative technology solutions that drive continuous business improvement. Our unique and holistic understanding of the global data footprint, together with our deep industry knowledge and genuine Customer Experience focus, gives us the ability to co-create disruptive and effective solutions that are quickly adopted by the final users and have been, year after year, recognized by industry leading advisory firms (e.g. Gartner).

WHAT WE OFFER: AiDEA



AiDEA is the evolution of Customer Relationship Management (CRM), where AI is the foundation that powers operational and analytical solutions based on Microsoft Dynamics 365 and Microsoft Azure.

Its native ability to integrate data from multiple sources provides a 360 degrees customer view that allows the implementation of a truly omni-channel strategy. Coupled with M.A.R.C., Trueblue's intelligent and virtual assistant, the result is a dramatically simplified access to information by means of a fully conversational interaction through smartphones and portable devices.

The final goal is to give customers the most advanced technology on the market, giving them the opportunity – through AiDEA – to manage and interact in the simplest and most innovative ways, thus revolutionizing multichannel customer engagement using Microsoft platforms and Trueblue's expertise in the pharma market.

WHAT OUR CUSTOMERS ARE SAYING

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

Alessandro De Luca, CIO, Merck Healthcare

LEARN MORE

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Microsoft Dynamics 365

Transform on your terms with Microsoft Business Applications. Enable people to do their best work. Gain actionable insights. Thrive with solutions expressly built for change. Unlock next.

KEY USE CASES



SALES

Respond to changing business requirements with a flexible platform to rapidly create new solutions and ensure old solutions are never truly finished



SERVICE

Understand your customers better and respond more quickly by accessing internal and external relationship data



FINANCE AND OPERATIONS

Increase your return on investment with Microsoft's agile and efficient cloud solution.



TALENT

Extend your virtual team and coordinate faster with a consolidated view of team members, activities and responsibilities.



MARKETING

Gain end-to-end visibility by connecting data from external markets, social and legacy sources

WHY MICROSOFT DYNAMICS 365

Modern applications that deliver new experiences and connect with a businesses' existing systems to allow organization to digitally transform their way. Applications that use mixed **reality**, the ability to take an application that overlays on the reality in front of the user, that guides them through a business process like never before. Connect to information from social networks, mobile devices and micro-applications to drive intelligence and inform a more effective business process.

Unified data and processes that enables business without silos. Centralized data enables disparate groups to work together effectively with a single, trusted view of processes, relationships and data. Data connectors allow thousands of systems to bring their data to a single network.

Intelligence that delivers actionable insight. Data in the new world includes social, relationship and productivity information in addition to insights generated by business systems. The right solution requires a unified approach that allows companies to automatically leverage their data to decide and act in real-time with expanded analytics, predictive algorithms, and automated AI.

An extensible environment that enables change. The right solution establishes a data, communication and application environment that makes it easy to evolve and extend existing business operations, while introducing technologies that enable users to create solutions where no solution exists and to expand data analysis.

Learn more: www.microsoft.com/dynamics365

