



The Commercial Function in the Animal Health industry is constantly exploring data-driven Customer insights to shape decisions and outcomes for the business. Customer 360 is a key digital transformation initiative that enables competitive advantage and sustainable growth for Animal Health businesses

WinWire, a Microsoft Managed Partner, brings WInsights that delivers a robust ecosystem to transform data into actionable insights rapidly to help animal health organizations monetize critical data assets & drive growth.

## WInsights – Solution Accelerator

WInsights is a 'Solution Accelerator' that leverages best in class architectural principles and technologies to expedite insights to businesses.

It brings the data cohesively into a functional data fabric leveraging Microsoft Azure Data and AI Services, accelerating time to market for insights, and maximizing ROI for animal health organizations.

## WInsights delivers



Pre-built dashboards & reports catering to the Commercial function



Machine Learning and AI models for functional use cases



Cohesive, unified data fabric to enable insights



Pre-configured data models



Self-service data exploration and AI experimentation



Pre-built pipelines from internal & external data sources

WInsights help Animal Health organizations differentiate with customer insights in the areas of sales effectiveness, customer service, marketing excellence, and personalization.

## Benefits commercial function personas



### Field sales representative

Help field sales teams engage with Vets, & Farm owners with real-time information & recommendation for the next best action, including cross / up-sell



### Sales leaders

Helps regional and global sale leaders with slices of sales performance across various dimensions for decision making and incentive management



### Marketing

Helps marketing teams with ML-based customer segmentation capabilities for targeted campaigns and promotions

## Customer story



The Commercial Function of a global Animal Health client leveraged WinWire's WInsights Solution Accelerator to help:

- Sales specialists engage better with Vets and Farms
- Sales leaders drive growth strategy
- Marketing teams to segment and target customers with relevant offers

## WinWire Advantage

- Expertise in three Microsoft clouds - Azure, Microsoft 365, Dynamics 365
- Expertise in AI, Machine Learning and Data Science
- Delivering rapid value & business results
- Member of Microsoft's AI Inner Circle Partner Program

## Microsoft Partner



Gold Cloud Platform  
Gold Cloud Productivity  
Gold Data Analytics  
Gold Data Platform  
Gold Application Development  
Gold Collaboration and Content

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## Get started

To know more about WInsights – Solution Accelerator, please contact us at [info@winwire.com](mailto:info@winwire.com).