



TRUEBLUE



Pharma & Life Sciences Business Intelligence Software



NOVA is a pre-built business intelligence platform designed to harmonize and democratize data, empowering your team to discover valuable insights.



Integrate data from multiple sources into the platform allowing streamline data management processes and enhance data accessibility for analysis and reporting



Get provided with **Key Performance Indicators (KPIs)** and dashboards specifically designed for the Pharma & LS industries

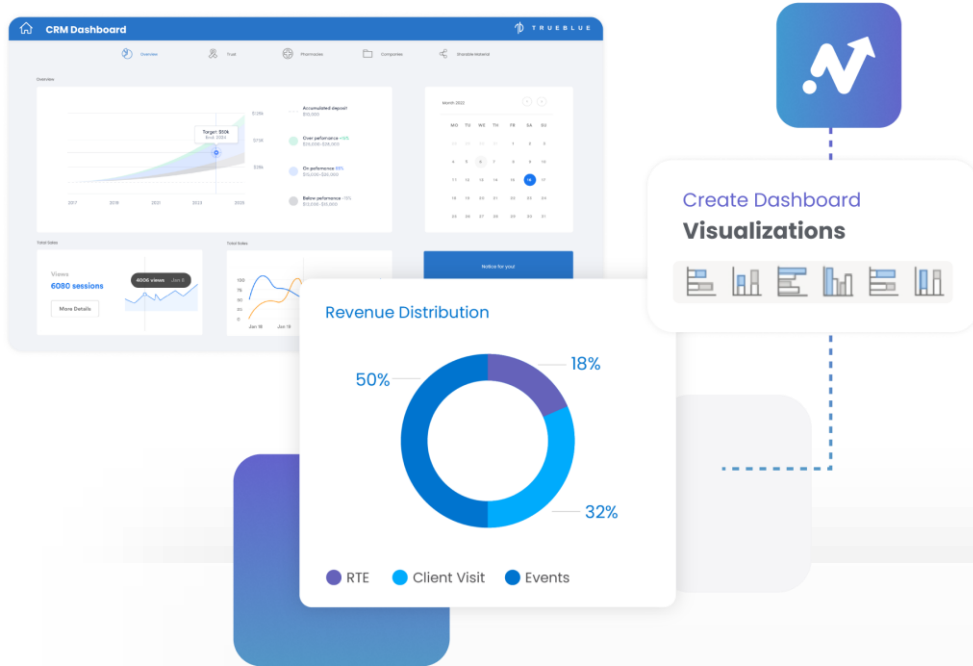


Advanced data visualization and AI capabilities, allowing Self-Generative report, AI generated Insights and Smart Narratives for better carving data

NOVA



Why Choose NOVA



Your Challenges our Solutions

Unlock the full potential of your data with NOVA, a pre-built business intelligence platform for Pharma & Life Sciences, designed to harmonize and democratize data.

NOVA empowers your team to discover valuable insights while improving efficiency and driving results in sales & marketing.

Principal Use Cases



Improved Performance

Gain a competitive edge and optimize sales performance against industry benchmarks by tracking KPIs such as Sales Growth, Evolution Index, Market Share and National Contribution.



Optimized Portfolio

Analyze product performance and market trends to optimize your portfolio and identify opportunities for growth.



Target Achievement

Measure progress against sales targets, track sales activity, customer engagement and optimize your commercial strategy.



Channel Impact

Optimize channel performance and improve marketing initiatives and investment.

AI integration into NOVA

NOVA is using an efficient data model that is ideal to be interpreted by the different AI algorithms.

NOVA allows two main types of AI integration



Virtual Analyst

Based on a specific Business Process of Commercial Excellence, this tool allow the user to go step-by-step into an **AI guided data driven** journey enabling:

- Identification of **root-cause** events
- AI Suggestions on **Nest Best Actions**
- **Augmented analytics** to support the users on the interpretation of the data



PowerBI Copilot Integration

NOVA is embedding the **PBI Copilot** as an **AI accelerator/enabler** to help the users with multiple possibilities:

- **Self-generation reports:** AI assistance on auto creation of new report
- **NLP on analytics:** intelligent chatbox that allow an easy way to do data discovery and data analysis
- **Smart Narratives:** integration of Ai suggestion text insights within Report & dashboard



Thank you!