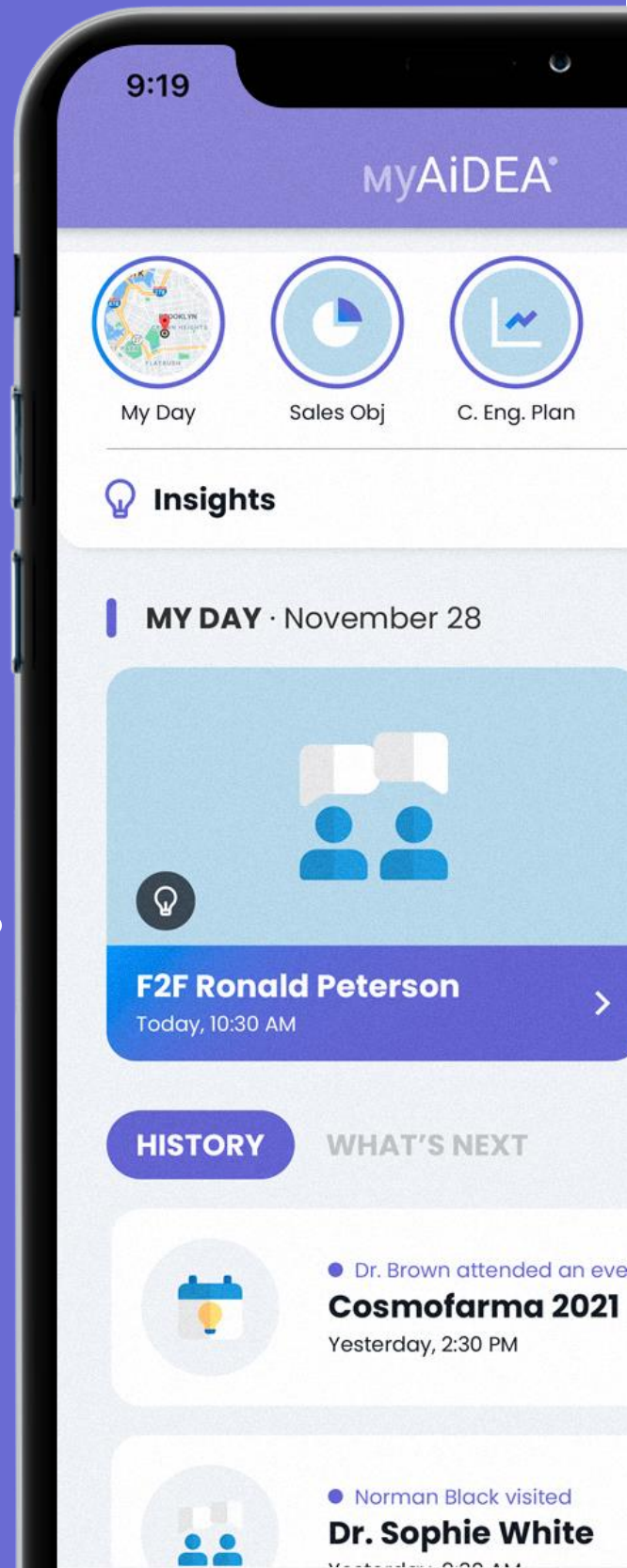


myAiDEA[®]

The Smartest way to Engage your customer



ENHANCES TRADITIONAL
LEGACY SYSTEMS WITH
ARTIFICIAL INTELLIGENCE
AND DIGITAL TOOLS TO
ENABLE SMART MULTI-
CHANNEL CUSTOMER
ENGAGEMENT IN AN
INTEGRATED ECOSYSTEM





Mission & Vision

● Our Mission

Trueblue's **mission** is to create and bring innovative technology solutions for the global **Life Sciences & Pharma** markets, driving continuous business improvements. More than 60k users around the globe have adopted our solutions, contributing to our growth. Thanks to our continuous investment in R&D, we anticipate market needs, thus delivering quality products and services. Trueblue's headquarters are in Verona, with offices throughout Europe and North America.

● Our Vision

Every day we work to make **Artificial Intelligence** the foundation of advanced digital and technological solutions for Pharma & Life Science markets. In this way we support companies towards the adoption of a new paradigm, driving continuous business performance improvements.



About Trueblue

Trueblue is a global software company, recognized market leader for over twenty years. We work together with our customers of Pharma and Life Science markets, providing them with cloud-based and ready-to-use Customer Engagement, BI and Artificial Intelligence solutions. Our know-how and expertise, combined with our first-class Customer Experience, has led to the adoption of our products by more than 60K users worldwide. Beside this, our steady investments in R&D allow us to anticipate and guide our customers' needs, in a context of technological innovation increasingly oriented to the creation of added value.



MyAiDEA

The future evolution of Digital Customer Engagement on top to traditional Legacy systems

MyAiDEA revolutionizes the way Life Science companies do business everyday by enhancing traditional legacy systems with Artificial Intelligence and digital tools to enable smart multi-channel customer engagement in an integrated ecosystem. Natively integrated with all Microsoft Azure Applications, MyAiDEA works on top to the Traditional CRM with an AI Driven approach, enabling you to work anywhere thanks to its multi-device access.

Benefits

✓ Built-in Artificial Intelligence

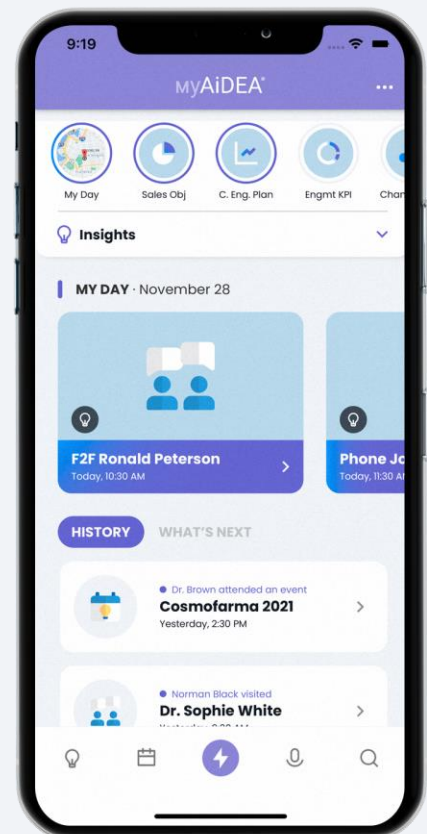
- Provides actionable insights at every Customer Engagement step
- Optimizes performance and Go-to-Market

✓ Flawless Multichannel execution

- Perfect blend between Physical and Digital world
- Allows perfect Multichannel Engagement plan execution

✓ Conversational and Intuitive

- Instinctive and natural interface
- Guarantees adoption and understanding of solution's value



Why MyAiDEA?

- Optimized Adherence to Multichannel Strategy Plan
- Optimizes Performance and Go To Market
- Ensured Adoption thanks to its simple UX
- Single point of access to all company's commercial information and services
- Plug-in Solutions Digital Customer Engagement on TOP to the Traditional CRM



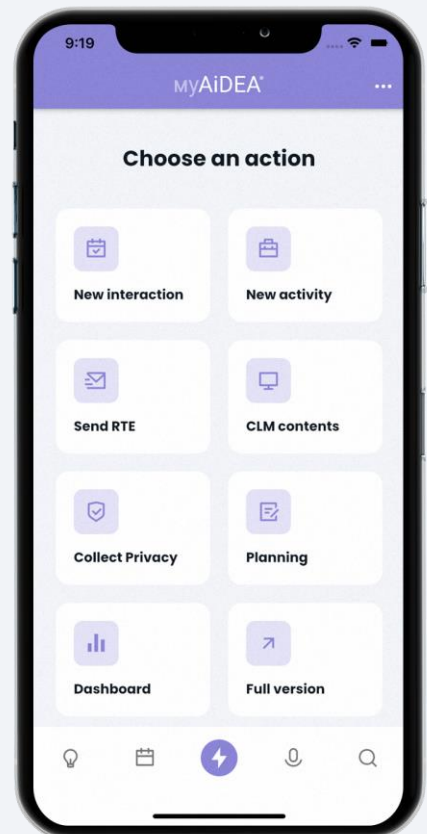
Built-in AI

Artificial intelligence at your fingertips

The Pharma Market is searching ways to accelerate its Digital Transformation pathway. The leap is only possible through Artificial Intelligence and Data Integration: MyAiDEA is the only product in the market to make this leap by plugging on top of traditional legacy systems.

Benefits

- ✓ **Source of strategic insights**
 - Increases users' performance thanks to prescriptive and actionable insights based on business priorities
 - Closes the gap between strategy and execution
- ✓ **Single point of access**
 - Easy and integrated access to all company information and commercial services
- ✓ **Self-Learning**
 - Helps users understand and extract the right KPIs from data thanks to its AI capability
 - Not a next-best-action solution
- ✓ **Ensured adoption by the field-force**
 - Intuitive and easy to use through a vocal interface
 - It works on top of any existing operational CRM solution



Why Built-in Artificial Intelligence?

- Security & Trust
- Scalability
- Increased ROI
- Guaranteed Adoption & Productivity
- Flawless multichannel execution



LET'S TALK

LET'S START A NEW JOURNEY OF
DIGITAL TRANSFORMATION!

FOLLOW US      

MARKETING DEPARTMENT

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