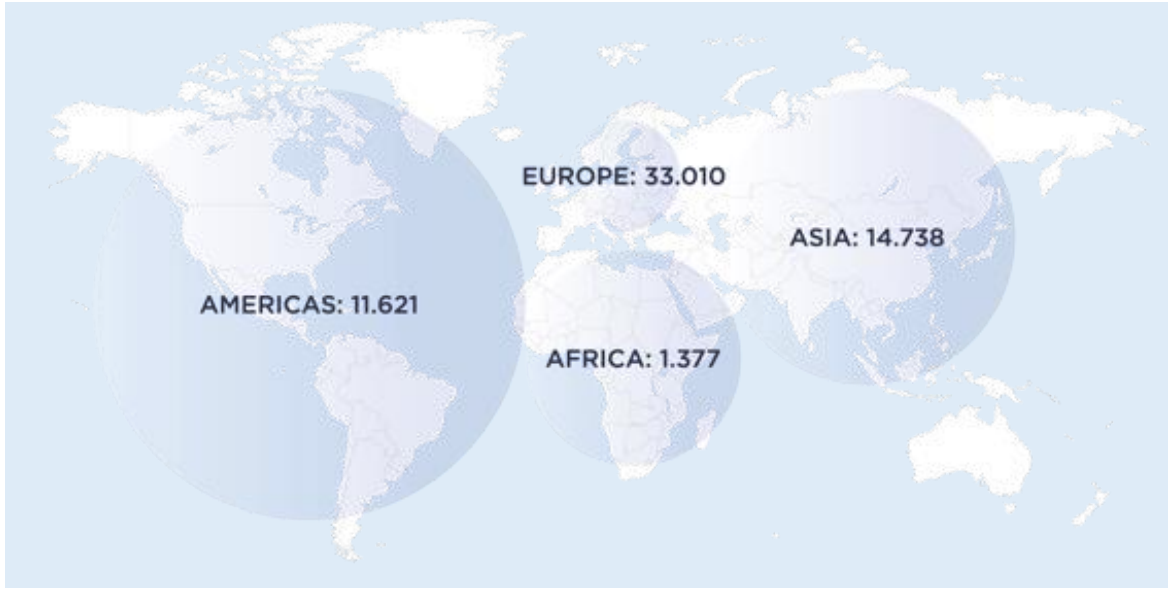
TRUEBLUE

TRUEBLUE

Who we are

We provide industry leading cloud-based, ready-to-use **CRM Business, BI, Customer Engagement Score** and **Artificial Intelligence** solutions for the Life Sciences market



100% Life Science Focus | **>20** Years of Experience | **>100** Life Science Clients | **>15** Pharma Corporate | **>150** Employees | **4** Offices

+ 60k Users **+ 4 Regions** **+ 96 Countries**

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An EXPERTISE gained with our Customer Projects

MORE THAN 12 OF THE MAJOR COMPANIES AS CLIENTS

RANK	COMPANY	RX SALES USD in mln	TB LOCAL	TB CORP
# 1	PFIZER	$ 45,345	✓	
# 2	NOVARTIS	$ 41,875	✓	
# 3	ROCHE	$ 41,732	✓	
# 4	MERCK & CO.	$ 35,370	✓	
# 5	JOHNSON & JOHNSON	$ 34,397		
# 6	SANOFI	$ 34,078		
# 7	GSK	$ 28,668	✓	✓
# 8	ABBVIE	$ 27,743		
# 9	GILEAD	$ 25,662		
# 10	AMGEN	$ 21,795	✓	
# 11	ASTRAZENECA	$ 19,782	✓	
# 12	BRISTOL-MYERS SQUIBB	$ 19,258	✓	
# 13	ELI LILLY	$ 18,532		
# 14	TEYA	$ 18,261		
# 15	BAYER	$ 17,544	✓	
# 16	NOVO NORDISK	$ 16,971		
# 17	ALLERGAN	$ 14,906		
# 18	SHIRE	$ 14,449	✓	
# 19	BOEHRINGER INGELHEIM	$ 14,262	✓	
# 20	TAKEDA	$ 13,577	✓	✓

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3 reasons why

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An history built out of EXPERTISE & INNOVATION

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BREATH AND DEPTH in terms of our cumulative experience

gsk

96 Countries 4 regions:
15.000 Users

SANDOZ A Novartis Division

Chiesi

MERCK

Global Analytical
multichannel project

ALFASIGMA

Zambon

ANGELINI

Otsuka

11 Countries 1 Region

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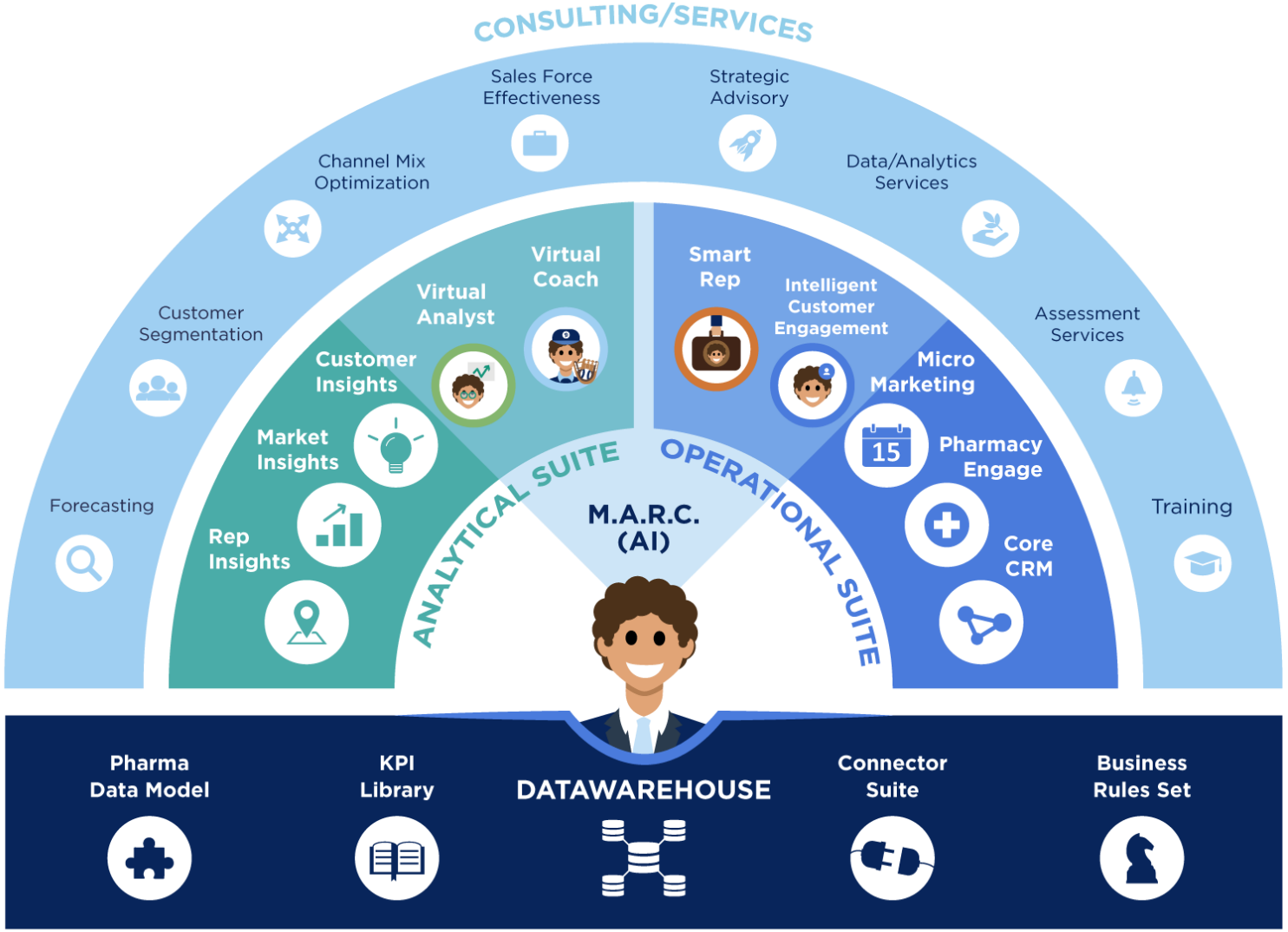
APPLIED AI as a corners stone of our offering



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TRUEBLUE

Microsoft

1. Alliance with **Microsoft**
2. To offer a **vertical solution** in the Pharma and LS space based on **Microsoft Dynamics** Platforms
3. To compete with **Salesforce** in the Pharma and LS space
4. To gain market share in the **Pharma and LS space**

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Standard LOB is the successful key

Technology	Verticalization
Siebel	Siebel Pharma
Salesforce	Veeva / Iqvia

Trueblue is the partner who can accompany **Microsoft** in the **Pharma market**

TRUEBLUE

Access to Pharma Market:

- Vertical Functional Expertise and Tools
- Established Position in the Market
- Reputation as an innovator
- Big Customers and Knowledge of the Market
- Contacts (CEO-GM) Business Contacts

Microsoft

Key factors to access this niche and closed market

TRUEBLUE has always been about **Innovation**, by means of its Global Pharma **experience, knowledge (business processes,** Compliance, Regulatory,...**), reputation and references,** using the best technologies for supporting change

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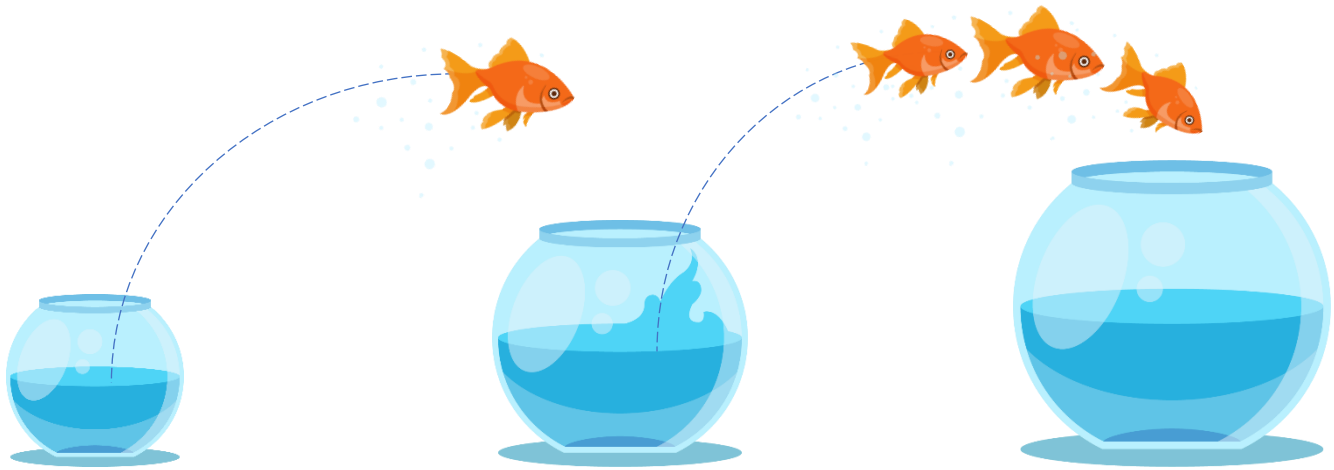
AiDEA is a new Paradigm and Approach

Big **Opportunity Today**: to access the market with **AiDEA – a Disruptive, Unique and Innovative solution**



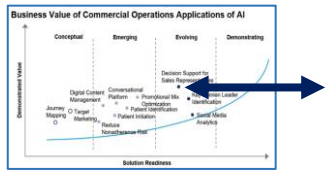
90's	00's	20's
ETMS	CRM	AiDEA

Key player

SIEBEL salesforce

Microsoft

Gartner



TRUEBLUE

M.A.R.C. is the **first** and **only** European solution mentioned

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.

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

AiDEA

=

+

PLATFORM

- Scalability
- Sustained Evolution
- Global Reach

LOB SOLUTION / VERTICALIZATION

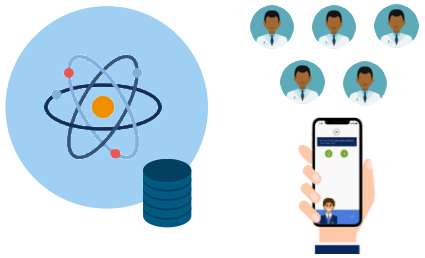
- Market knowledge
- Reputation
- Customer Base for Expansion

Microsoft Dynamics 365

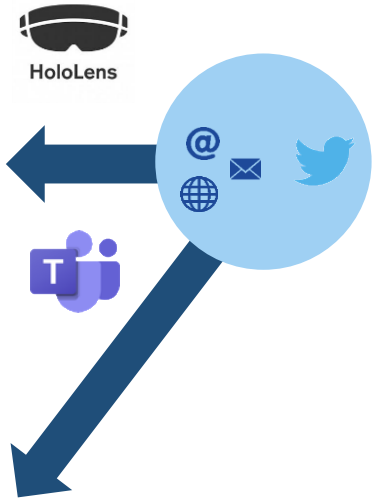
TRUEBLUE

M.A.R.C. – NEW AiDEA System

CUSTOMER ASSISTANT
Scientific Information



REP ASSISTANT
Virtual Coach
Operational Activities



BI
- Analytical System -BI Pharma
- MKT Data
- Company Data

Microsoft Power BI

Microsoft Dynamics 365

CRM
- Operational CRM
- TRUEBLUE
- CRM Technology Infrastructure

Microsoft Dynamics 365

Adobe

Cloud Services

Microsoft Azure

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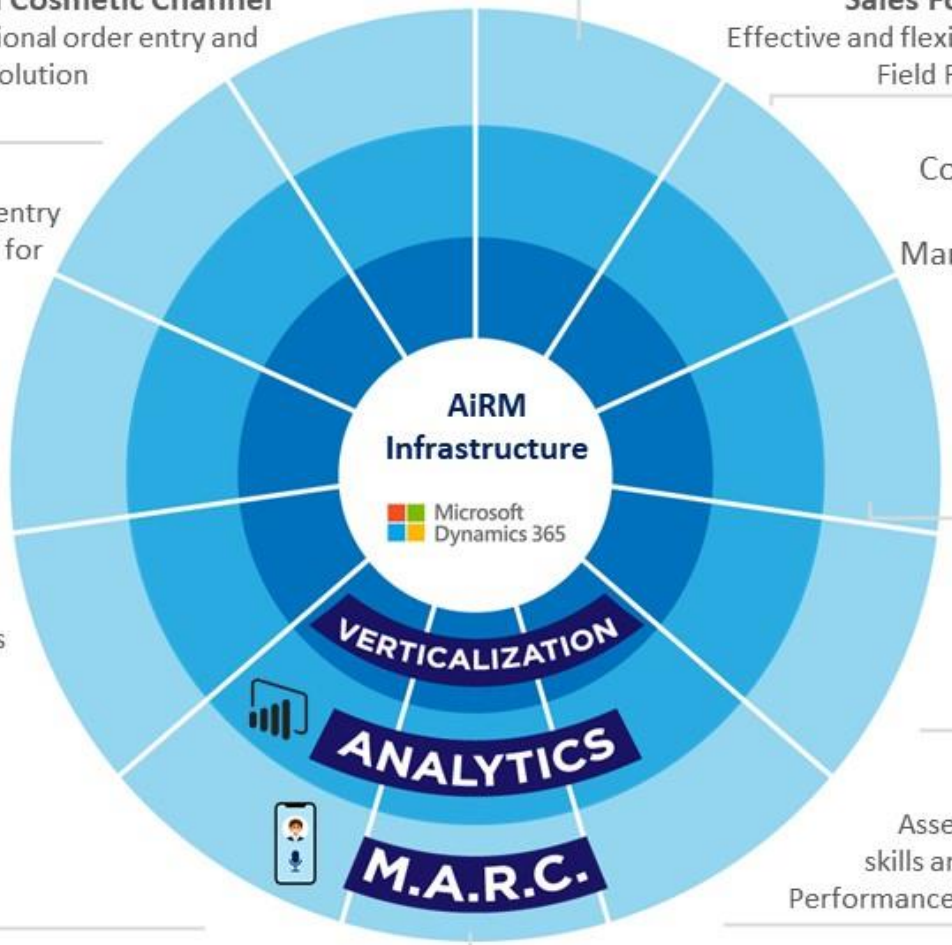
TRUEBLUE: M.A.R.C. – NEW AiDEA System



Nutraceutical and Cosmetic Channel
Broad and full-functional order entry and pharmacy profiling solution

Pharmacy Channel OTC
Broad and full-functional order entry and pharmacy profiling solution for agents and reps

MSL
MSL system & analytics

Tenders Management
Strategic and operative tenders and bids management

KAM & Account Manager
Account processes and stakeholder relationship management

Transparency Management
Integrated strategic and day-by-day management of initiatives and events

Sales Force Automation
Effective and flexible solution for the Field Force Management

Operational Multichannel
Complementary contact channels and customer loyalty
Market and social network analysis

Customer Targeting & Profiling
Integrated dynamic solution for innovative Customer Analysis

Commercial Action Plan
Internal & external channels
Working Plan
Activities monitoring

Coaching
Assessment and development of skills and abilities for the field force
Performance monitoring and comparison

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OBJECTIVES

- **Increasing** CRM Market Share
- Compete with **Salesforce**
- Sell other **Microsoft products and solutions** (Azure)

- Vertical Functional Expertise and established Position in the Market
- Reputation as an Innovator
- Big Customers and Knowledge of the Market
- Pharma Business contacts
- 20% Co-Sell Premium Partnership

TRUEBLUE

Microsoft

- Technology and Innovation
- Global presence and infrastructure
- Ecosystem (Azure, Dynamics 365, Power BI, Hololens, Teams,…)

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Thank you!

EXCELLENCE FOR PHARMA

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