



# TRUE T360° Pharma Analytical Suite

In order to obtain the greatest competitive advantage of effective decision and action processes, decision makers must have access to not only company data, but also tools to turn it into meaningful information and action plans through accurate strategic and tactic analysis processes. Furthermore, they need tools to share the acquired know how. This is possible with the specific Data Warehouse and Business Intelligence tools developed by Trueblue.

## WHY TRUE T360°

TRUE T360° integrates in a unique platform all the relevant data sources related to the Pharmaceutical Business, enabling powerful analytics and actionable insights that allow great competitive advantages and effective decisions.

Mainly focused on Marketing and Sales departments but comprehending also Medical and Access, it provides a wide catalog of analytics, dashboard and reporting that helps strategical and tactical decisions for all the users, starting from the Field Force to the Head Office and Corporate.

TRUE T360° provides connectors to the most common pharma solutions (ERP, ETMS, CRM, IMS, Hospital Contract management systems, etc.) that allow being very fast in achieving advantages from the system.

## KEY BUSINESS BENEFITS

- Great time-to-value
- 360° integration and harmonization
- Reliable, fast, Innovative and easy to use
- “Governed” Self Service capabilities

# FEATURES

## “ **HOLISTIC DATA MODEL**

It enables storing, managing, integrating and harmonizing all the data related to the Pharmaceutical business.

## “ **WIDE READY-TO-USE KPI LIBRARY**

It provides an omni-comprehensive set of KPIs to be used for the Pharmaceutical and Consumer Health Market. This allows analyzing single business units and creating synergy for “cross-business-unit” analyses.

## “ **CATALOG OF BUSINESS PROCESSES**

It includes a catalog of business processes that cover most of the areas in the SFE environment. This enables users to be guided in the analytics and obtain the actionable insights useful to drive their action plan.

## “ **FOR LOCAL | REGIONAL | CORPORATE IMPLEMENTATION**

TRUE T360° supports different typologies of business environments and provides a high scalability level. This allows for a perfect tailoring for the different needs from both a technical and a business point of view.

## “ **TECHNOLOGY AGNOSTIC**

TRUE T360° solution can leverage different architectural environments and can be utilized using different devices.

## “ **ADDED VALUE SOLUTION**

TRUE T360° contains all the expertise that Trueblue has earned working closely and actively with the Pharmaceutical companies since 1995 (verificare l'anno): this guarantee a solution that covers all the needs of our customers.