

# TRUE T360° Pharma Analytical Suite

The real and first Analytical model for the Life Sciences Market

The Trueblue TRUE T360° Pharma Analytical Suite provides a model that integrates, harmonizes data and identifies all KPIs and the business strategy supporting data, assessing their effectiveness and impact.

The most important value of the TRUE T360° Pharma Analytical Suite is the pre-defined proprietary model, which consists of a huge amount of promptly-available content to facilitate the implementation, in particular:

- Data Models
- Predefined ETLs for the pharma solutions and providers
- KPI models for self service BI and Dashboard development
- Business Rules Management, especially around sales and market sales
- Libraries of Reports/Analyses/Dashboards
- Predefined Analytical Processes



## Why customers use TRUE T360° Pharma Analytical Suite

- Strategic solution for monitoring the company strategy
- Not only reports but analytical processes already available
- Solution on top of the operational systems
- Used by 60.000 users in the world every day
- Integrated with standard Microsoft solutions (e.g. Azure, PowerBI..)
- Already integrated with AI

### Shorter timelines Proactive approach Lower Client effort and reduced implementation Risk

- A model, not a solution from the scratch
- Experience & Pharma know how
- Consolidated implementation methodology

**Manually activities reduced of 50%**

### Scalability Integration internal&external data Cloud based solution

- A comprehensive model
- Unique repository with all data integrated and harmonized
- Security and easy to use thanks to Microsoft Azure and PowerBI (standard technology)

**Used by 60.000 users in the world every day**

### Library of KPIs, dashboards, analytical processes Flexibility Artificial Intelligence

- Built in over 20 years
- Capability to analyze all data starting from dashboards overview to minimum level with analytical processes
- AI ready: native integration with the solution

**Ability to extract powerful business insights**

"Delivering this project has been a huge undertaking, involving the core T360 project team, the extended Tech organisation, third party vendor True Blue. Thank you all those involved in making this critical project to support Accelerating Pharma a success!"

- Global Head Digital Analytics, GSK

# Trueblue TRUE T360° Pharma Analytical Suite deployed on Microsoft Azure with Microsoft PowerBI allow customers to take advantage of the full technology & functionality scalability



## Proof & Statistics

- The unique Analytical Pharma model that leverages more than 20 years of experience with over 100 customers in the world
- Trueblue pharma know how across developed and developing markets
- Real time strategy monitoring
- Analytical processes inside with AI natively integrated



## Proof & Statistics of Joint Solution

- Microsoft PowerBI as a front end tool, available on multi devices and mobile first
- One tool for the Head Office analyst and the final user
- Flexibility
- Cloud solution (Azure)
- Microsoft SQL infrastructure

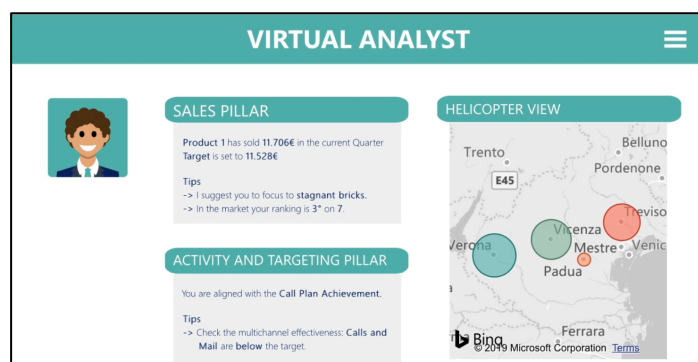
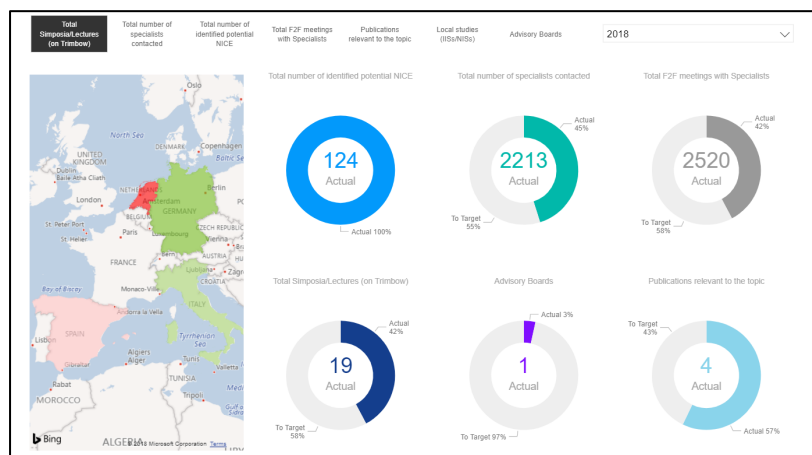
## TRUE T360° Pharma Analytical Suite

### Our promise to you

Proven & flexible solution, innovative solution, focus on business processes, scalability following your business strategy

### An offer to get you started

- Accelerator:
  - A comprehensive model
  - Ability to extract powerful business insights
  - Cloud based
  - Trueblue Pharma expertise
  - AI natively integrated



## Tangible Benefits / Desired Outcomes

- Increase customer turnover (demonstrable with Six Sigma analysis)
- Flexible solution which really supports the Business processes with cost and time saving
- Pharma know how with a specific vertical model for the Pharma market
- Library of KPIs, dashboards, analytical processes

## Why Trueblue?

Ours is a story of expertise and quality with Innovation as a driver from the beginning.

We have created a comprehensive products that cover all the marketing&sales pharma needs.

The continuous research in new information technologies and the development of innovative products, in order to change the business model and improve performances, is our mission.