

Decision-Easy, AI inside, Empowers the Digital Transformation of Marketing in the Life Sciences Industry

2025

Rektec Information Technology Co.,Ltd

1 | About Rektec



Easy Decision – Focus on marketing digitalization in the life sciences industry

- From more than 15 years of practical experience, built for the field of big health
- With the concept of performance-driven and team empowerment, it helps the digital transformation of marketing of pharmaceutical and health enterprises



15+ years

He has been engaged in CRM application in the field of health for more than 15 years.

8+ Applications

8 major applications, including sales, flow, marketing, data, performance, commerce, partners, and expenses, can be configured on demand.

800+ consultants and technologies

Professional customer success system, solid R&D team.

400,000+ users

Empower more than 400,000 marketers to achieve mobile marketing and handheld decision-making.

Eight applications and eight solutions help pharmaceutical and medical device enterprises to become a one-stop marketing digital platform



SFE Performance Improvement/ OTC Sales Management/ Refined Investment Promotion/AI Intelligent Flow Management/ OCM Omni-channel Academic Marketing/SPM Bonus Incentive/DMS Channel Dealer Management/SFA Opportunity Management



Sales Cloud



Flow to the cloud



Marketing Cloud



Data cloud



Performance Cloud



Commerce Cloud



Partner Cloud



Fee Cloud



Data intelligence



Big data



machine Learn



cognition serve



analyse serve

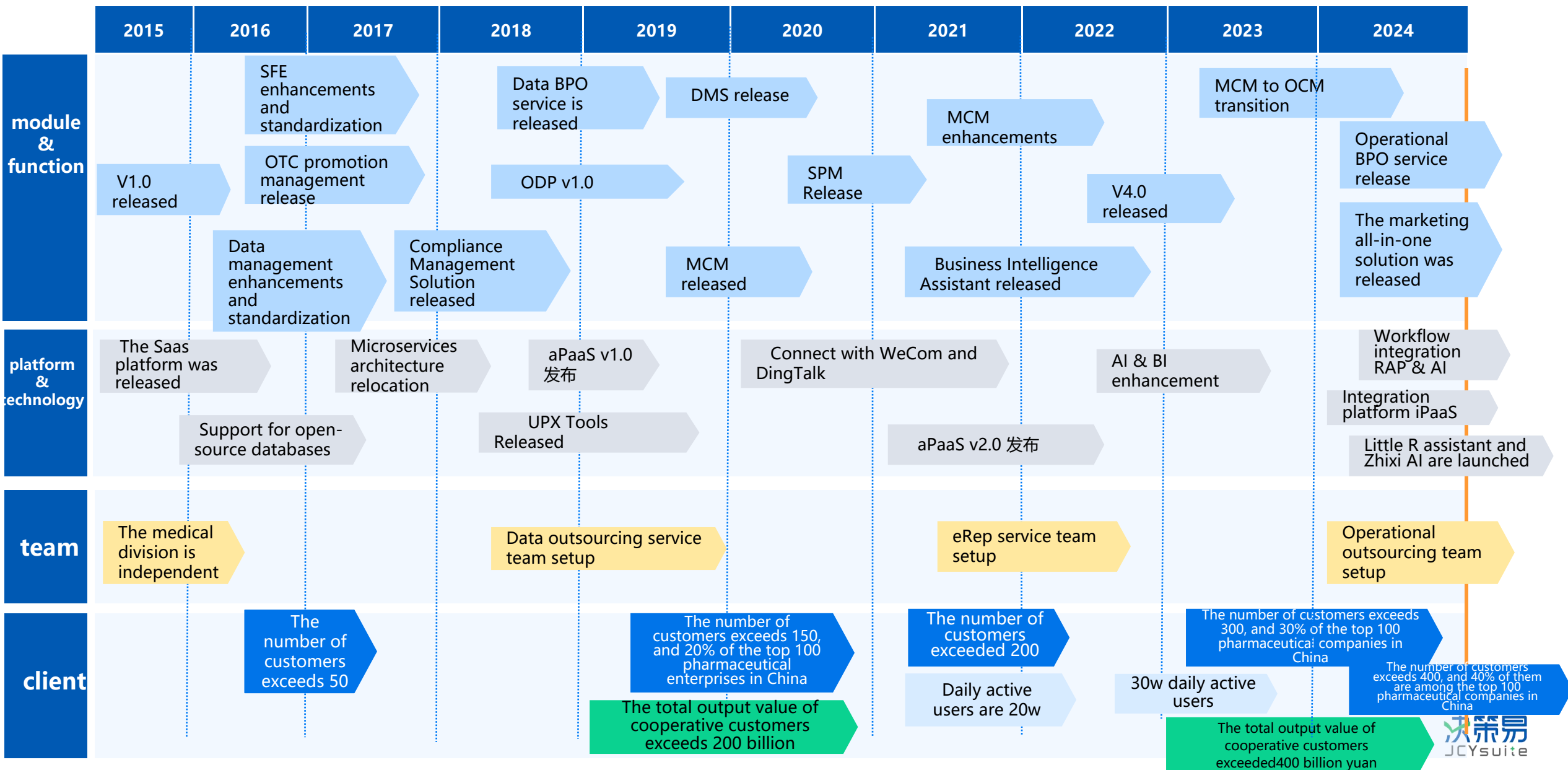
Flexible: Eight cloud applications, including sales, flow, marketing, data, performance, commerce, and expenses, are flexibly built in combination with the marketing model of the enterprise.

Fast: SaaS mode, fast deployment, fast implementation, and continuous version upgrades;

Intelligence: Data-based support for decision-making and action, embedded AI to improve efficiency;

Compliance: Fully consider the compliance requirements of policies and regulations;

Product development path



2 | Decision Easy Eight Solutions Introduction

Functional planning of marketing management informatization construction in the life science industry



Customer analytics

Sales analytics

Accounting analysis

Cost analysis

Market analysis

Master data management

Jurisdictional management

Organizational structure management
Personnel management
Product management
Jurisdictional management
Jurisdictional versioning

Customer Data

Customer Data Profiles
Customer consolidation
Customer rating
Customer aliases
Out-of-hospital pharmacy association
Customer tag management

Flow management

Flow direction collection and management

Flow direction collection inventory management
Direct Connection (DDI)
Flow to data verification
Flow direction collection and monitoring

Flow management

Alias database management
Flow to cleaning
Flow to performance attribution
Flow to appeal
Invoicing management
Inventory escalation

Channel management

Dealer management

Dealer file management
Dealer access management
Dealer credit management
Reseller Agreement Management

Order management

Order Request
Order control
ERP docking
Shipment tracking
Tracking of returns
Shipment plan

Sales

Protocol management

Agency agreement management
Management of promotional agreements
Price policy management
Promotional policy management
Performance data management

Metrics management

Terminal indicator setting
Payment collection indicator setting
Fulfillment metrics are set
Dealer indicator setting
Sectoral indicator setting

Report analysis

Report management

Order analysis
Receivables analysis
Dealer analysis
Flow direction analysis
Invoicing analysis

System configuration

System configuration

HR system docking
ERP system docking
OA/19 docking
Menu/option set management
Customize the approval flow

Behavior management

Behavior management

Visit planning
Visit the line
Visit execution
Sales management
Daily/Weekly

Meeting management

The type of meeting
Conference Applications
Meeting budget
Expert speakers
Meeting execution
Summary of the meeting

Cost/performance management

Expense management

Customize your fee policy
Fee calculation
Bonus calculation
Expense accrual
Rebate account management

Industry Big Data

Industry data

Industry Big Data
Market share analysis
Terminal map
The target endpoint is not covered

User management

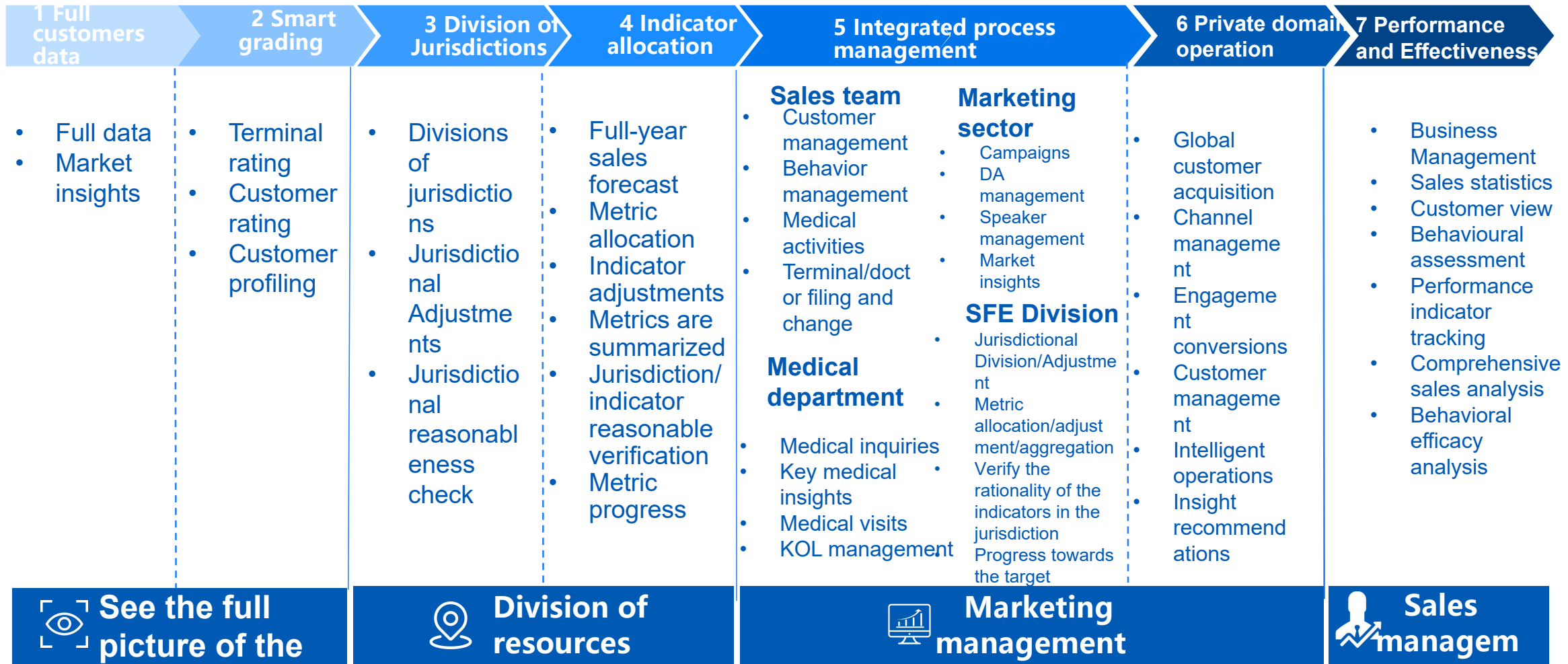
Security roles

Process configuration

System integration

System configuration

SFE Big Data Drives Intelligent Sales Solution



OTC dynamic marketing

Master data	Management by objectives	Chain management	Store management	Campaigns	Store inspection management	Clerks motivate	Team empowerment	Office management	Decision management
Organizational structure	Regional indicators	Chain Archives	Store Profiles	Event application	Visiting routes	QR code invitations	Study plan	notify	Visit analysis
role	Personal metrics	Contact	Contact	Activity approvals	Visit planning	enroll	Learning Center	knowledge base	Assist defense analysis
Sales Representative	Chain indicator	Subordinate pharmacies	Sales management	User invitations	Store inspection management	verify	Course management	Schedules and tasks	Performance achievement analysis
Product Category	Core store metrics	Task management	Task management	Activity execution	Interview management	Question bank management	Question bank management	Work report	Fulfillment rate analysis
Product Archives	Dynamic sales indicators	Protocol management	Invoicing analysis	WeChat check-in	Display management	Prize-winning training	Training exams	Daily/weekly/monthly reports	Vivid analysis
Sales territory	Expense management	Expense management	Event management	Summary of the event	Invoicing	Points	Learn to interact	Check-in and attendance	Analysis of store tours
		Event management		Promotion Verification	The storefront is lively		Score analysis	Leave of absence/business trip/reimbursement request	Store purchase, sale and inventory statistics
		Sales management		Formulation of chain promotion policies	Competitive collection			Apply for approval	Activity analysis
				Store Inspections	Visit statistics				Customer analytics
				Promotion analysis					

SaaS platform, multi-channel integration

The overall solution of CSO compliance system



Demonstration of system solutions



Support multi-dimensional analysis and query of CSO

Process management for CSO agents

AI intelligent solutions

DecisionEasy is a SaaS platform based on big data platform and a high-performance system with independent intellectual property rights, which integrates multiple core functions such as master data management, data collection, intelligent data cleaning, data query and appeal, data analysis and BI visual analysis, and provides simple, safe and efficient "one-stop" flow management services for pharmaceutical, medical, health and other industries.

Multi-dimensional flow analysis

AI intelligent data collection

Automated acquisition
DDI direct connection technology\FTP automatic upload
Web services are automatically connected to web crawlers
Magnum import
Millions of big data are automatically imported into the system

Complete performance analysis

AI data cleaning and computing

AI recognition of business templates\full-sample big data intelligent matching and suggestions
AI intelligent word segmentation alias fuzzy matching
Artificial AI learning model training
Automatic performance attribution calculation

Mobile, intelligent analytics

Grievances and Adjustments

Mobile flow appeal, mobile performance inquiry and analysis
Complete and standardized process grievance system
Flow adjustment and review

Business master data and AI rule base

Customer master data

Product master data

Customer matching
AI rule base

Cell master data

general
AI rule base

Pharmaceutical industry Big data

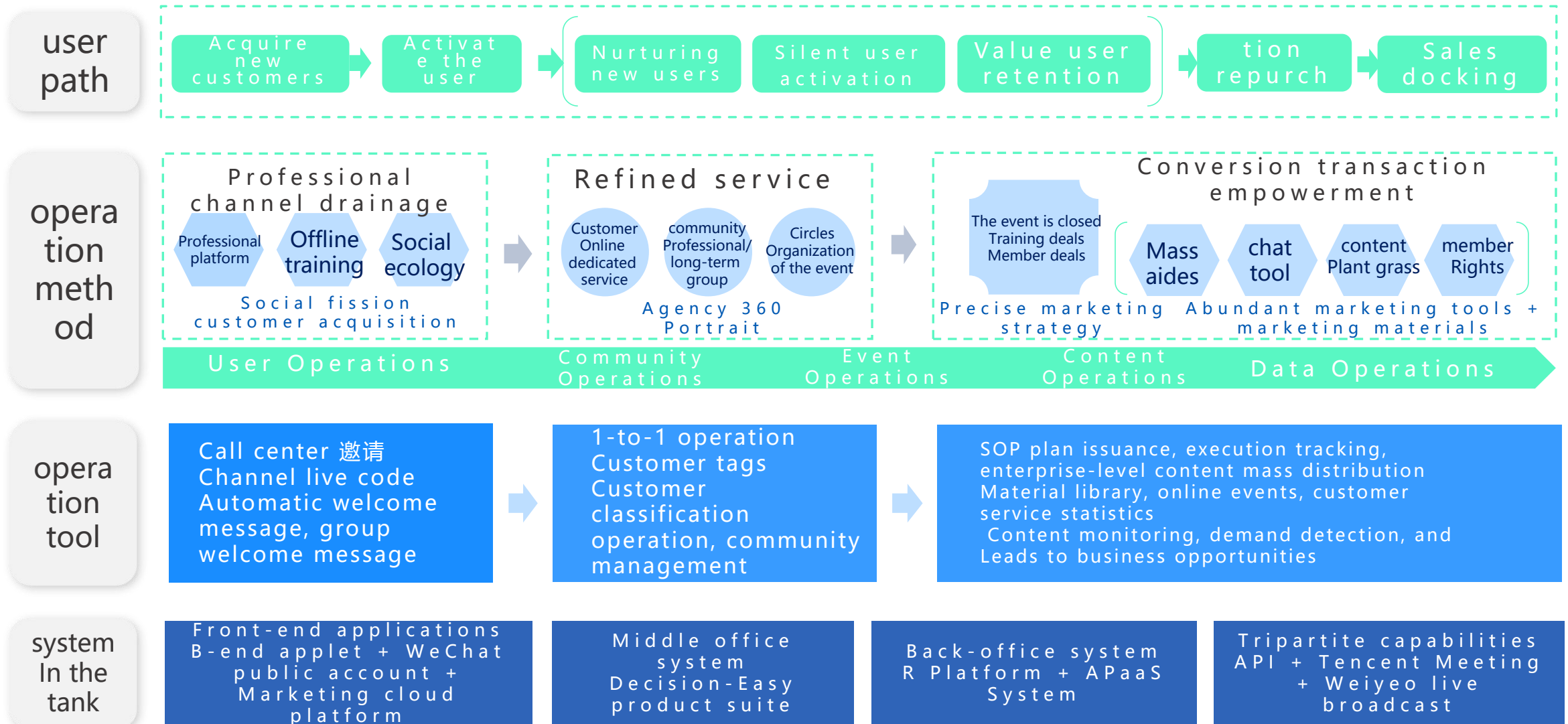
Pharmaceutical industry
Customer big data

Pharmaceutical industry
Alias Big Data

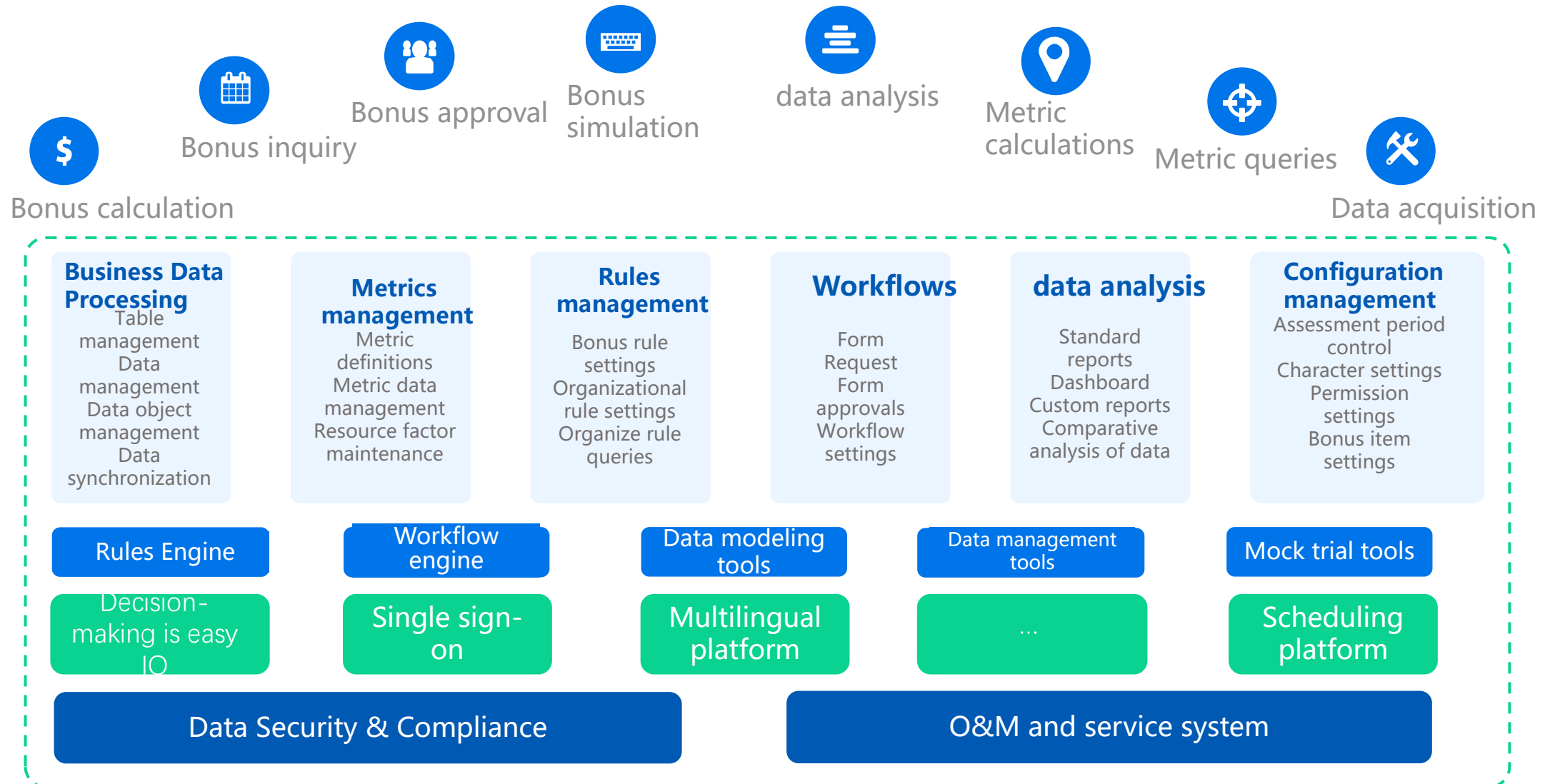
Pharmaceutical industry
General AI rule base

OCM Omni-channel Academic Marketing - Butterfly Model

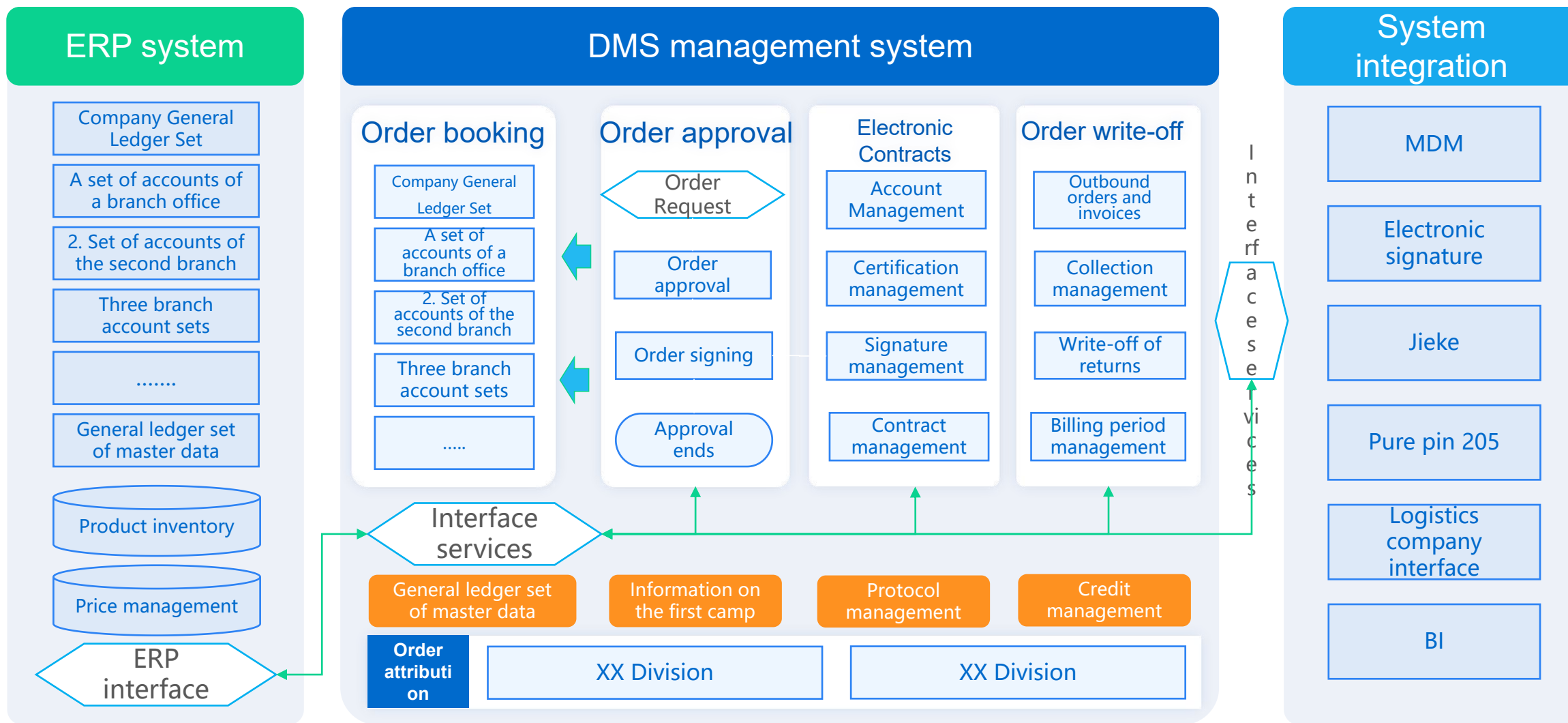
Sustainable Growth Model Solution



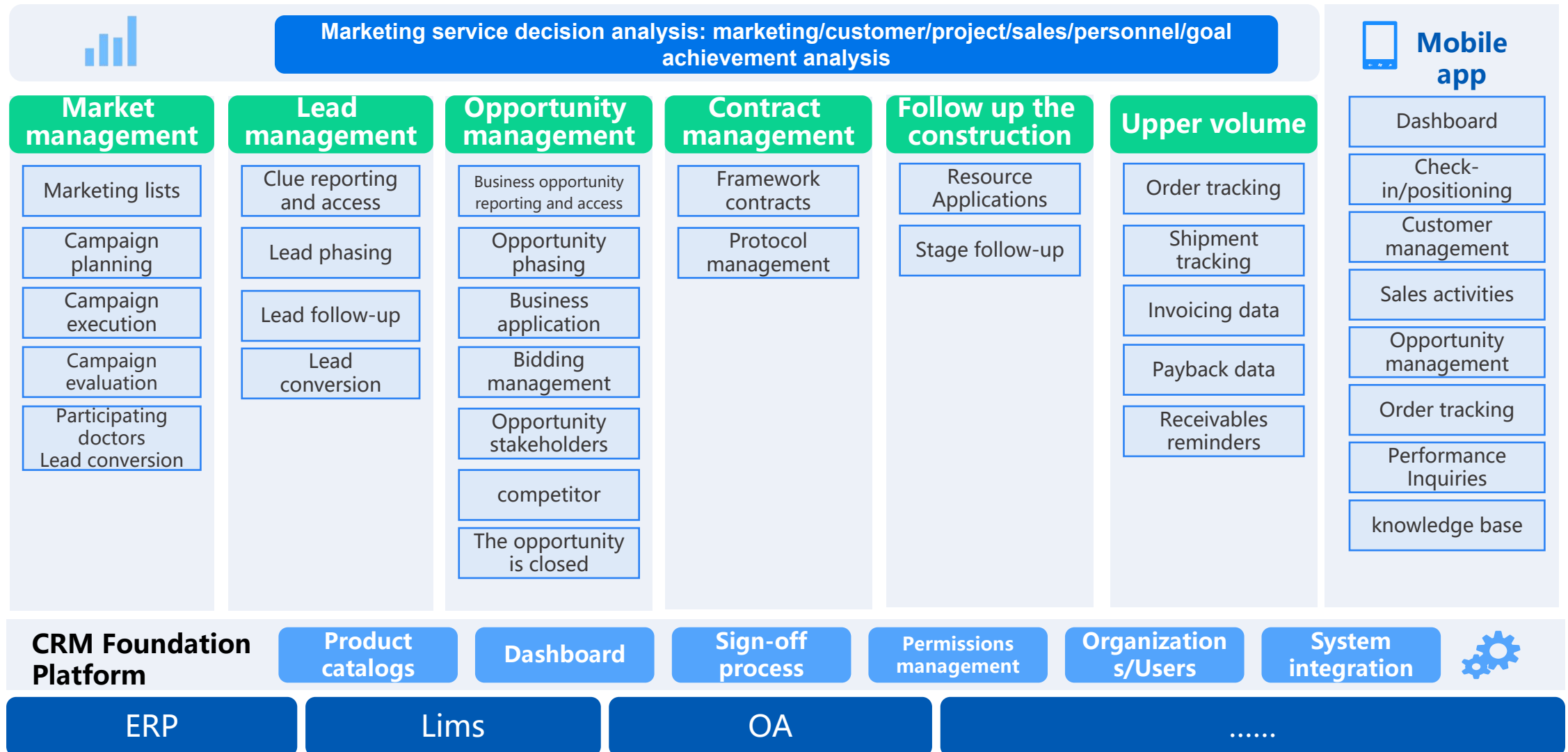
SPM Bonus Incentive Solution



DMS channel management solution



SFA Opportunity Management Solution

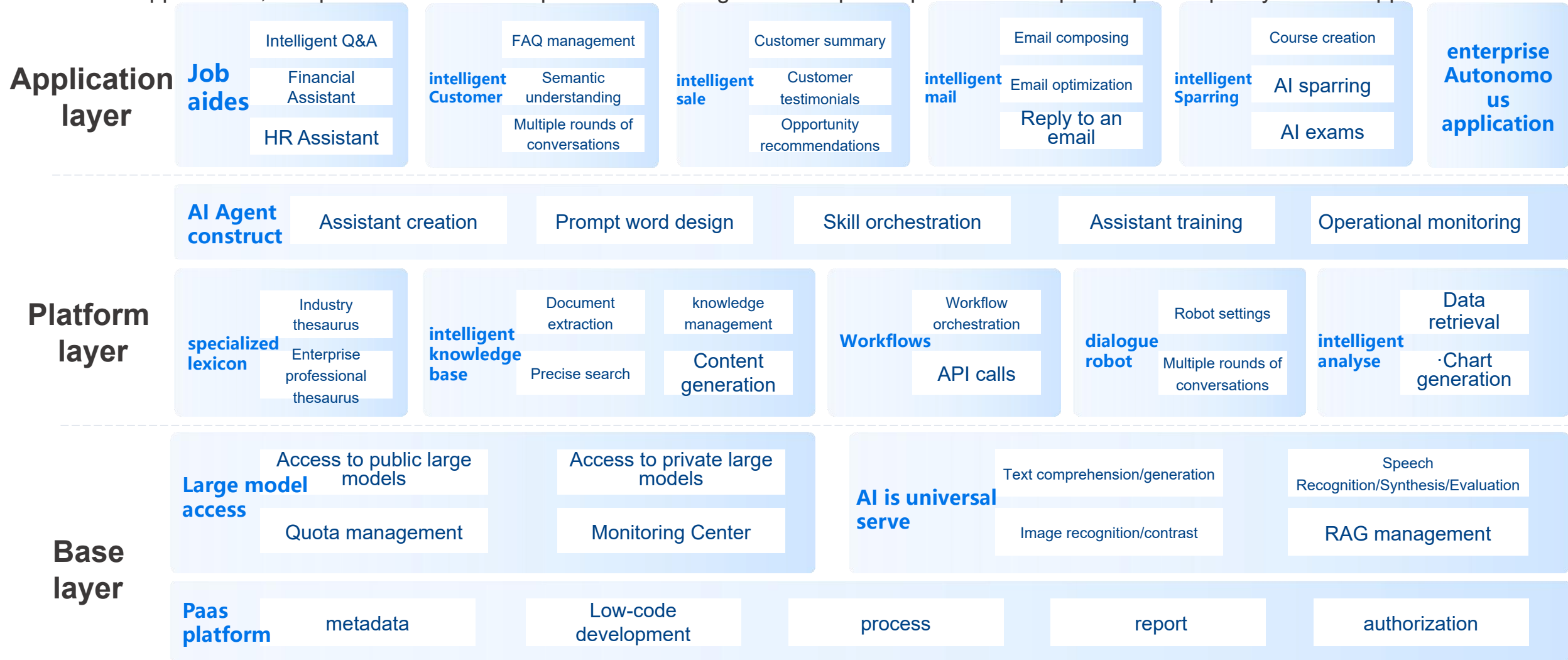


决策易AI inside介绍——

3 | Intelligent Application Based on Xiaorui AI

DecisionEasy continues to invest in R&D to develop the industry's leading AI middle platform - Xiaorui AI

It is connected to Azure OpenAI, embedded with intelligent knowledge base, marketing/customer service intelligent assistant, intelligent BI and other applications, and provides various components and AI agent development platform to help enterprises quickly build AI applications.



AI Training Coach - Wisdom on the AI operation process

01. Knowledge documentation

upload

Smart learning

Smart extraction

Select a knowledge point

Intelligent generation

02. AI create a course



Smart AI Coach

03. AI sparring

- ✓ Voice conversation
- ✓ Conversation inspiration
- ✓ Suggestions for improvement

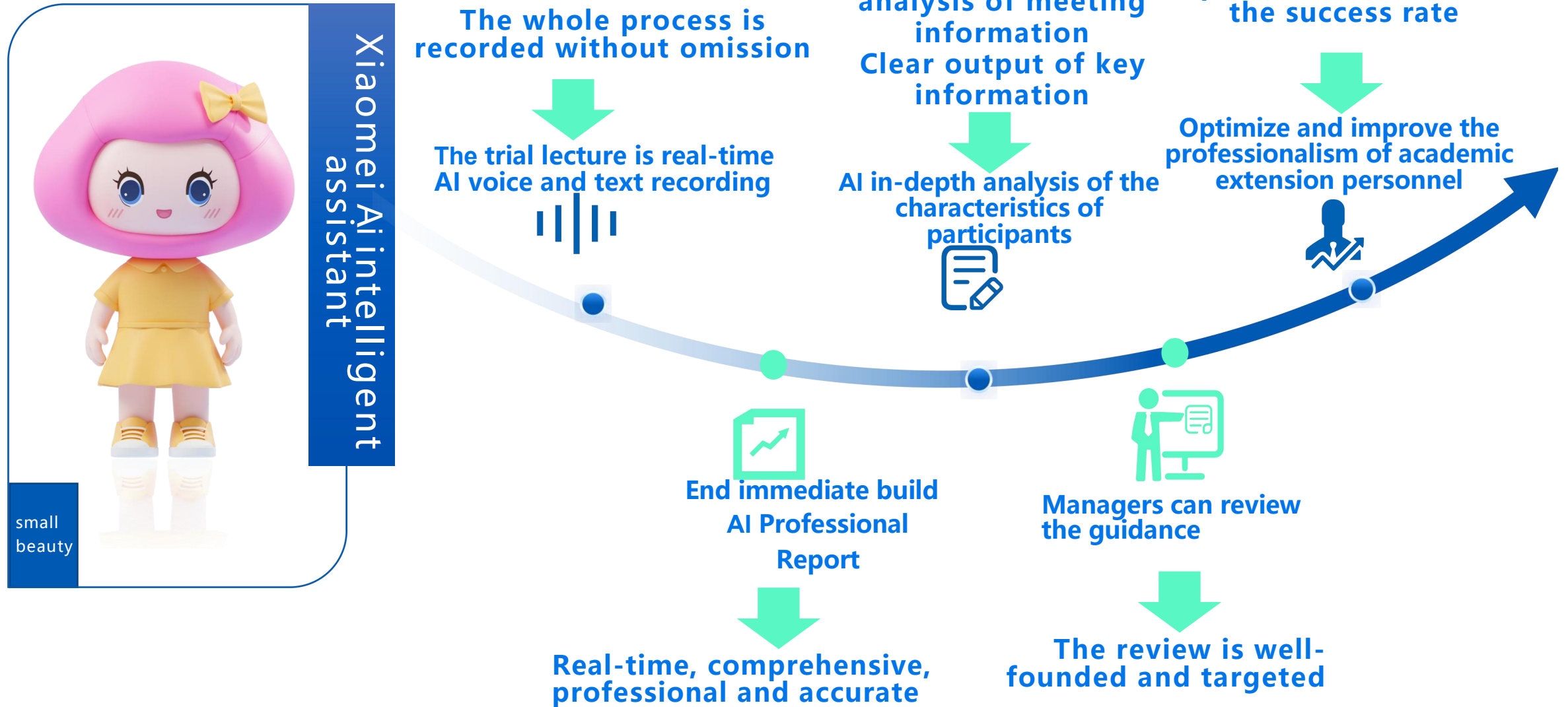
04. AI exams

- ✓ Online exams
- ✓ Objective and serious
- ✓ Time limit to answer

05. AI analysis

- ✓ Overall scoring
- ✓ Individual scoring
 - persuasion
 - Fluency
 - Language organization
 - Speech expression
 - Pronunciation accuracy

Conference Assistant: Use AI technologies such as large models to assist academic promoters and improve their professional capabilities



Intelligent Sales – AI empowerment in all aspects of sales helps sell faster and better



Clue determination

After obtaining the leads from the market source, it intelligently searches for customer-related information and summarizes it to help sales quickly determine leads.



Customer testimonials

Recommend similar enterprises based on the characteristics of industry, scale, product, etc., and query and summarize the information of similar enterprises to help sales efficiently develop target customers.



Product recommendations

Through the customer's specified parameter requirements, understand the intent, query, filter, summarize and give qualified products and solutions

Intelligent sales assistant



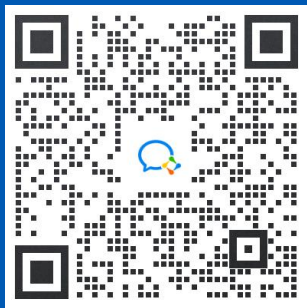
Smart Visits

By opening a real-time conversation or uploading a recording, it automatically identifies the content of the meeting, summarizes the core points of the meeting, communicates suggestions, and generates visits with one click.



Intelligent queries

Multiple rounds of dialogue can obtain data about orders, shipments, payments, etc., and can give abnormal reminders and make it more convenient for sales to obtain data.



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