

# Decision-Easy, Al 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.

## 800+ consultants and technologies

Professional customer success system, solid R&D team.

#### 8+ Applications

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

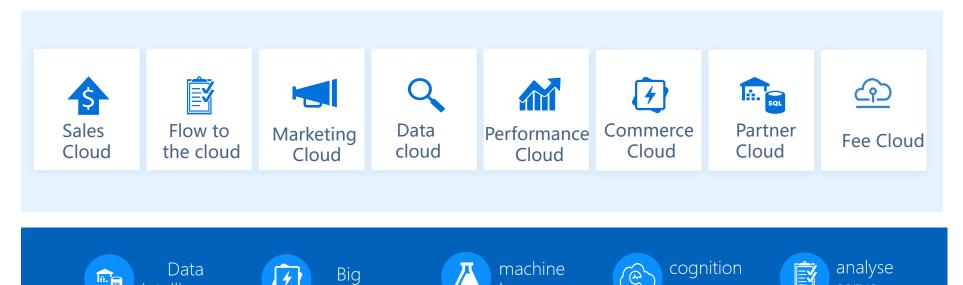
#### 400,000+ users

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





data

Learn

ii. sqL

intelligence

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;

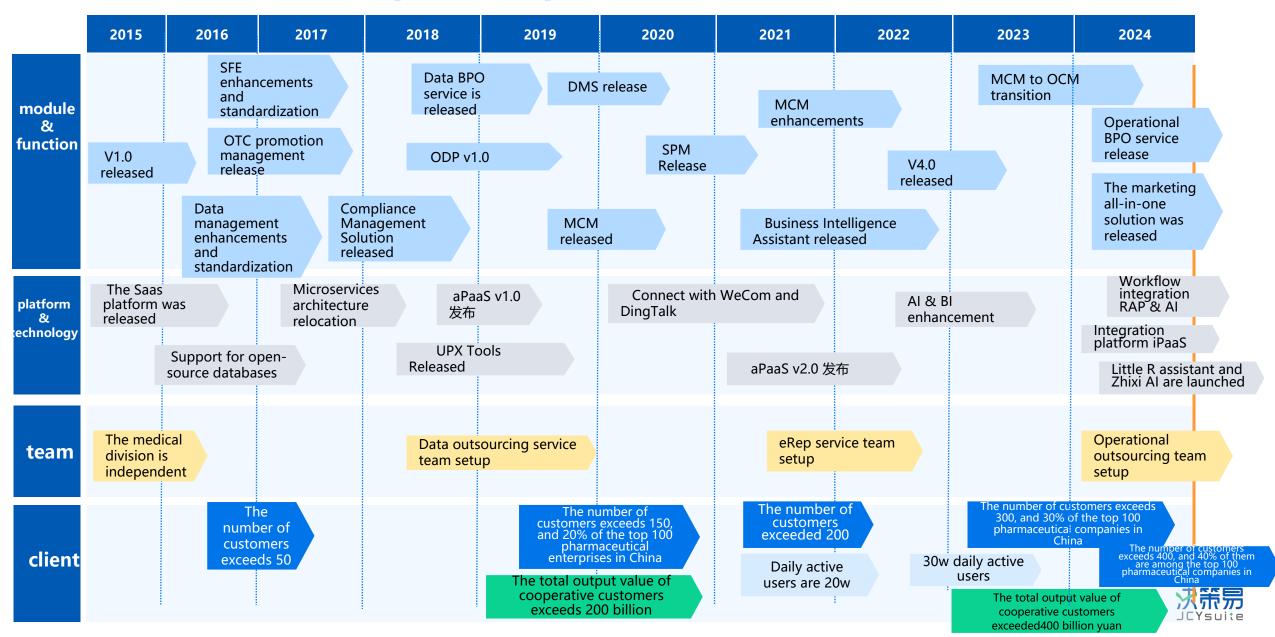
**Compliance:** Fully consider the compliance requirements of policies and regulations;



serve

serve

## 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**

Agency agreement

#### managemen

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

1 Full customers data	2 Smart grading	3 Division of Jurisdictions	4 Indicator allocation	5 Integrated process management	6 Private doma operation	7 Performance and Effectiveness
<ul> <li>Full data</li> <li>Market insights</li> </ul>	<ul> <li>Terminal rating</li> <li>Customer rating</li> <li>Customer profiling</li> </ul>	of jurisdictio ns  Jurisdictio nal Adjustme nts  Jurisdictio nal reasonabl eness check	Full-year sales forecast Metric allocation Indicator adjustments Metrics are summarized Jurisdiction/ indicator reasonable verification Metric progress	<ul> <li>Sales team         <ul> <li>Customer management</li> <li>Behavior management</li> <li>Medical activities</li> </ul> </li> <li>Terminal/doct or filing and change</li> <li>Medical department</li> <li>Medical inquiries</li> <li>Key medical insights</li> <li>Medical visits</li> <li>Medical visits</li> <li>Medical visits</li> <li>KOL management</li> <li>Market insights</li> <li>Speaker management</li> <li>Market insights</li> <li>Market insights</li> <li>Merket</li> <li>Speaker</li> <li>Market</li> <li>Speaker</li> <li>Market</li> <li>Speaker</li> <li>Market</li> <li>Speaker</li> <li>Marketing</li> <li>Speaker</li> <li>Marketing</li> <li>Campaigns</li> <li>DA</li> <li>Marketing</li> <li>Merketing</li> <li>Amanagement</li> <li>Merket</li> <li>Speaker</li> <li>Market</li> <li>Insights</li> <li>Werisdiction</li> <li>Verify the rationality of the indicators in the jurisdiction</li> <li>Progress towards the target</li> </ul>	conversions Customer manageme nt Intelligent operations Insight recommend	<ul> <li>Business Management</li> <li>Sales statistics</li> <li>Customer view</li> <li>Behavioural assessment</li> <li>Performance indicator tracking</li> <li>Comprehensive sales analysis</li> <li>Behavioral efficacy analysis</li> </ul>
See the full picture of the		Division of resources		Marketing managemen	Sales managem	



## **OTC** dynamic marketing

Master data	Management by objectives	Chain management	Store management	Campaigns	Store inspection management	Clerks motivate	Team empowerment	Office management	Decision management
Organization al 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/m onthly 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/reimbursemen t 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





## Al 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

## Al 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

## Al data cleaning and computing

Al recognition of business templates\full-sample big data intelligent matching and suggestions Al intelligent word segmentation alias fuzzy matching Artificial Al 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 Al rule base

Customer master data

Cell master data

Product master data

general Al rule base Customer matching
Al rule base



Pharma ceutical industry Big data

Pharmaceutical industry
Customer big data

Pharmaceutical industry General AI rule base Pharmaceutical industry
Alias Big Data



## OCM Omni-channel Academic Marketing - Butterfly Model Sustainable Growth Model Solution

user Sales path docking Conversion transaction Professional Refined service empowerment channel drainage opera The event is closed Customer community Circles Offline Social Training deals Professional tion Online Professional/ chat content member Mass Organization Member deals platform training dedicated long-term ecology Plant grass Rights of the event tool aides service group meth Social fission Precise marketing Abundant marketing tools + Agency 360 customer acquisition od marketing materials Portrait strategy User Operations 1-to-1 operation Call center 邀请 SOP plan issuance, execution tracking, Customer tags opera enterprise-level content mass distribution Channel live code Customer Material library, online events, customer tion Automatic welcome classification service statistics message, group tool Content monitoring, demand detection, and operation, community welcome message Leads to business opportunities management

system In the tank Front-end applications
B-end applet + WeChat
public account +
Marketing cloud
platform

Middle office system Decision-Easy product suite

Back-office system R Platform + APaaS System Tripartite capabilities
API + Tencent Meeting
+ Weiyeo live
broadcast



#### **SPM Bonus Incentive Solution**

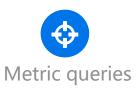
















**Bonus inquiry** 

Bonus calculation

**Processing** management Data management Data object management Data synchronization

**Business Data** 

#### **Metrics** management

Metric definitions Metric data management Resource factor maintenance

#### Rules management

Bonus rule settings Organizational rule settings Organize rule queries

#### **Workflows**

Form Request Form approvals Workflow settings

#### data analysis

Standard reports Dashboard **Custom reports** Comparative analysis of data

#### **Configuration** management

Assessment period control Character settings Permission settings Bonus item settings

#### **Rules Engine**

Decisionmaking is easy Workflow engine

Single signon

Data modeling tools

Multilingual platform

Data management tools

Mock trial tools

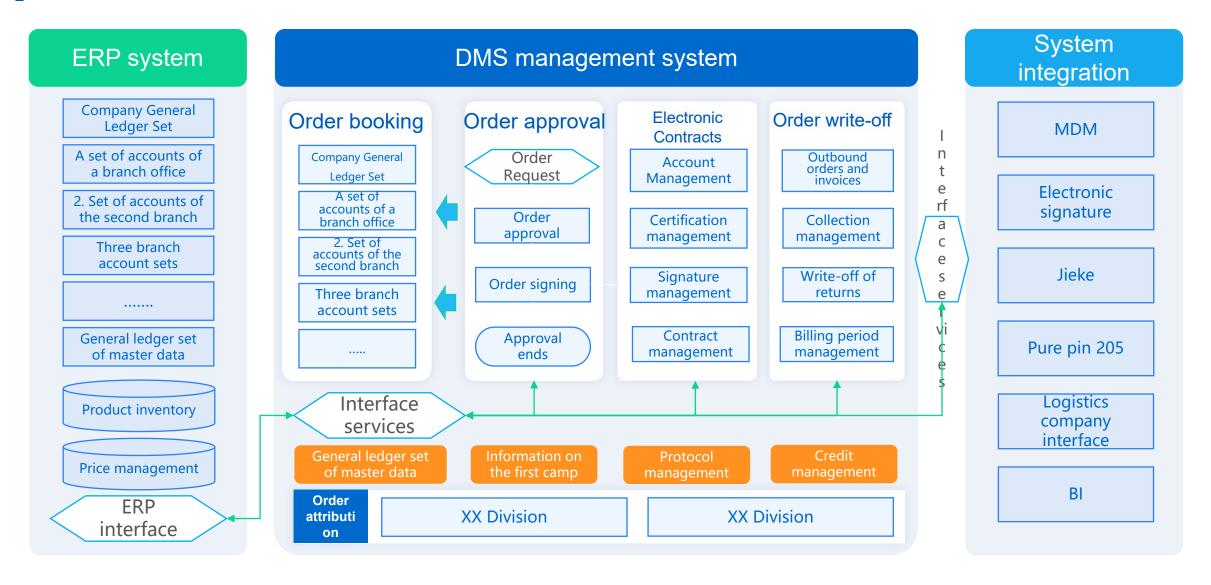
Scheduling platform

Data Security & Compliance

O&M and service system

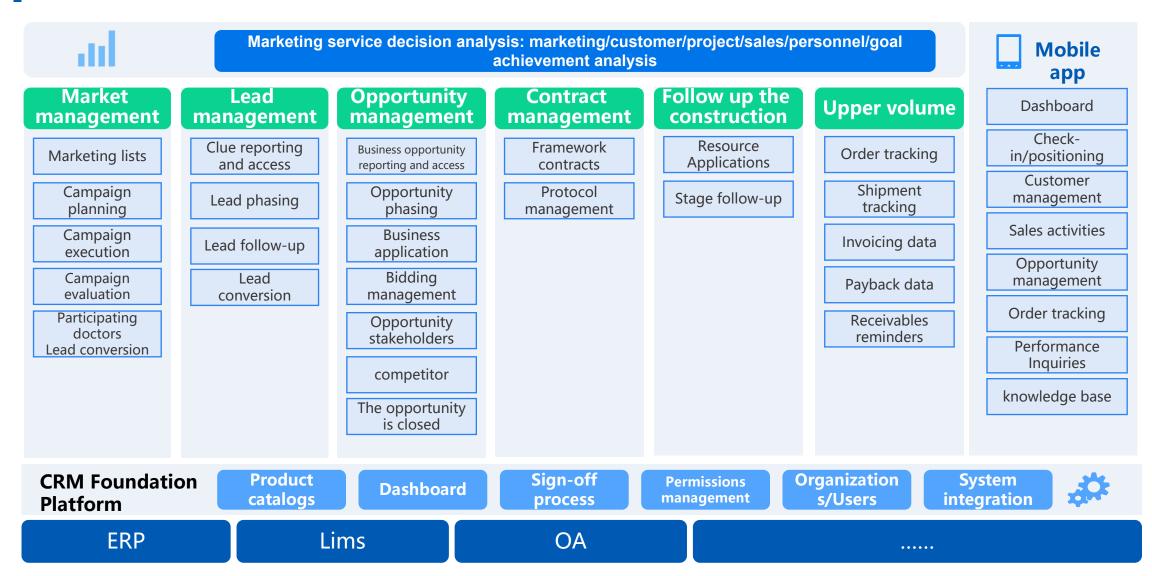


## DMS channel management solution





### **SFA Opportunity Management Solution**



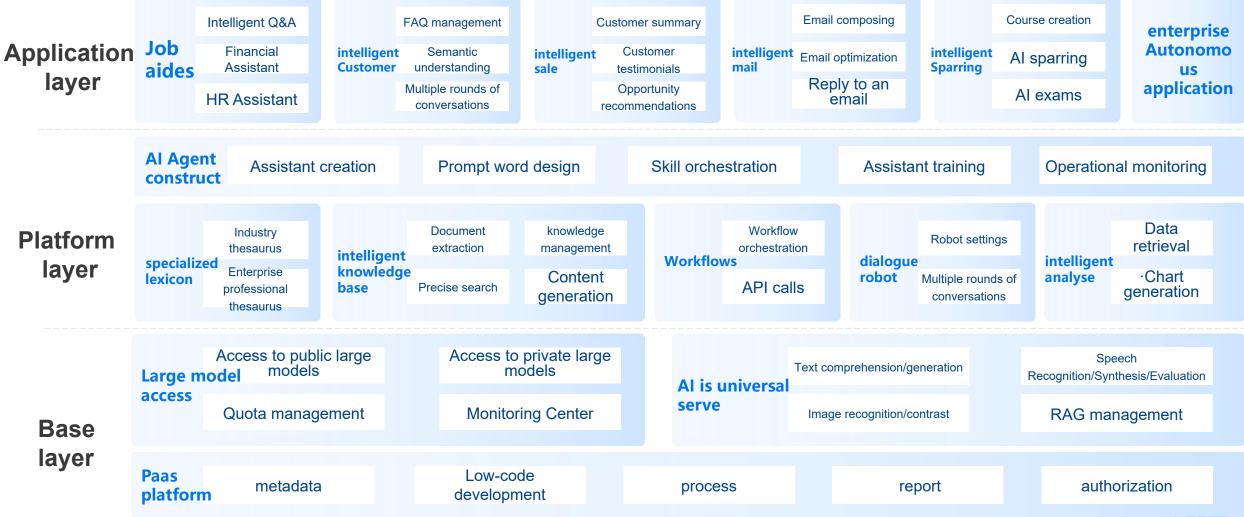




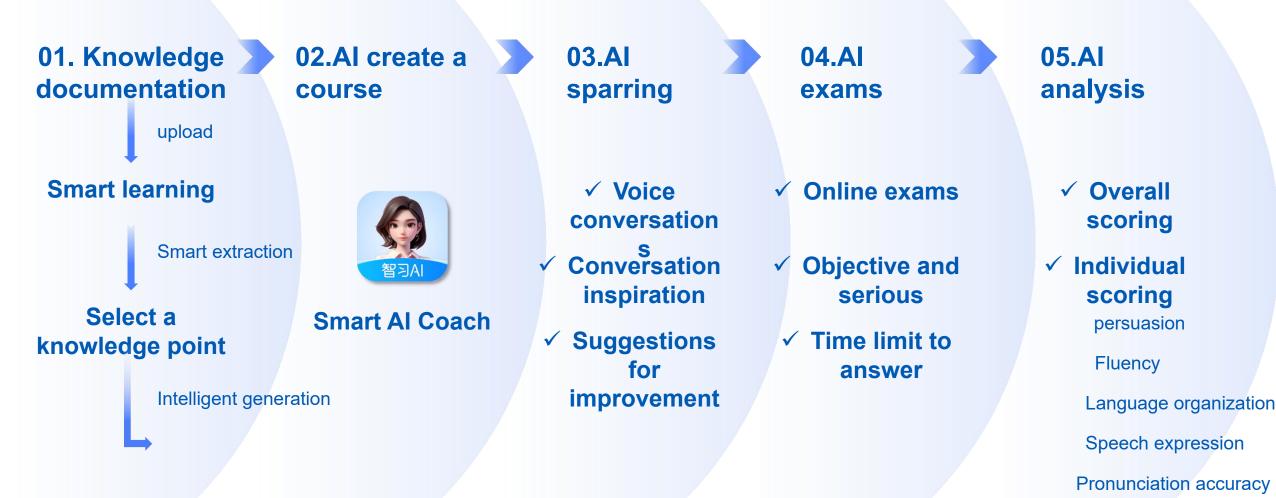
# 決策易Al inside介绍—— Intelligent Application Based on Xiaorui Al

# 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.

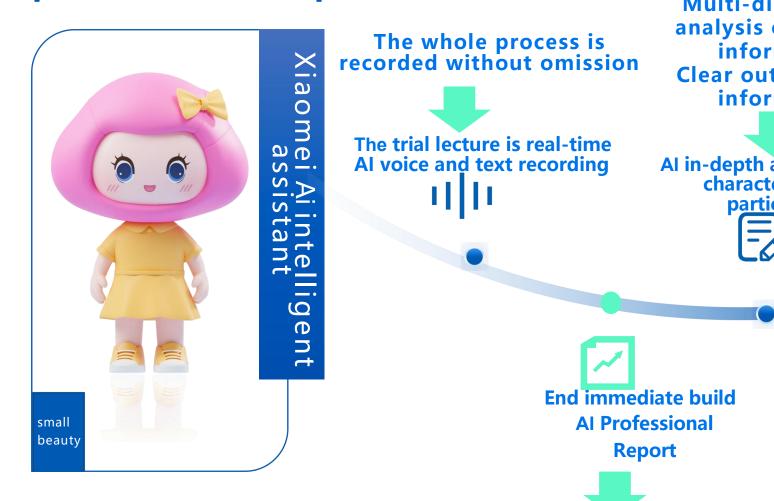


## Al Training Coach - Wisdom on the Al operation process





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



**Continuous Multi-dimensional** improvement to increase analysis of meeting the success rate information Clear output of key information **Optimize and improve the** professionalism of academic extension personnel Al in-depth analysis of the characteristics of participants Managers can review the guidance The review is well-Real-time, comprehensive, founded and targeted

professional and accurate

# Intelligent Sales – Al 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 customerrelated 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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