PLATFORCE

Supercharging field force productivity & ensuring compliant communication in regulated industries.

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Platforce is a complete solution to enhance both the field force and the Medical Affairs team's productivity while ensuring compliant communication in regulated industries.

Redefining compliant scientific content creation, stakeholder collaboration, and insights management in a self-sufficient, AI-featured ecosystem.

Orchestrate

Transform the way you create, plan, and manage content, ensuring seamless compliance and faster time-to-market.

- **Plan, Create, and Deliver** engaging compliant content seamlessly.

- **Tools:** Content Authoring Tool, Campaign Planner, Digital Asset Management.

- **Features:** Smart Tags, Auto-Tagging, MLR engine with acceleration.

Engage

Enable impactful HCP and stakeholder interactions powered by CRM and closed-loop engagement capabilities.

- **Streamlined Scientific & Customer Interactions** using AI insights.

- **Tools:** CRM, Offline Field App.

- **Features**: Stakeholder Management, Medical Inquiries, Profiling & Segmentation, Insights, KPI Analytics, Consent Lifecycle Manager, Consent & Signature Capture, Samples.

Analyze & Optimize

Leverage AI-driven insights and analytics to continuously improve performance.

- **Empower Decision-Making** through actionable insights and AI-driven analytics.

- **Tools:** Integrated Data Lake, Advanced Reporting Tools.

- **Features:** Content Performance Monitoring, Field Force Performance Monitoring, Custom Dashboards, MyPerformance.

"Driving productivity, compliance, and engagement — unified in one ecosystem for Commercial and Medical teams."

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AI-Featured Platform: Integrates compliance, orchestration, engagement, and analytics seamlessly for **commercial and scientific teams alike**.

Key benefits of using Platforce

Empowering growing companies in regulated industries — including Commercial and Medical Affairs teams — to scale with confidence.

Smarter decision-making

Real-time dashboards, AI-powered visit notes, and integrated insights empower faster, more informed actions for both **reps** and **medical professionals**.

Increased team productivity

Mass visit planning, territory tracking, and offline access reduce admin work and boost both **commercial** and **medical field force efficiency**.

Regulatory compliance made simple

Built-in **consent management**, **sample tracking**, **eSignatures**, and **approved scientific content** workflows ensure every step is **audit-ready**.

Modular and cost-effective

Choose only what you need and **customize** like Lego blocks — whether for field force or scientific engagement workflows.

Faster time to value

Easy migration, **content adaptation**, and **onboarding** — tailored for commercial and Medical Affairs teams.

Seamless multichannel engagement

Support for **face-to-face**, **email**, **WhatsApp**, and **remote interactions** — including scientific exchange — all tracked and integrated.

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Components

Platforce is an ecosystem of integrated solutions tailored to streamline every aspect of field force and Medical Affairs operations.

How it works

Customer Relationship Management (CRM) — to centralize all customer and stakeholder data and interactions (for Medical and Commercial teams).

Field Force Offline App — to boost field force productivity.

Closed-Loop Marketing (CLM) — to develop data-driven marketing strategies.

Lexi Congress Engagement — to capture HCP interactions at events.

Content Authoring Tool — to create and distribute digital content.

Digital Asset Management (DAM) — a single source for all digital assets.

Medical, Legal, and Regulatory (MLR) — to streamline review and approval processes, ensuring compliance with industry regulations.

Reporting (PowerBI) — to build advanced reports and dashboards.

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Why choose Platforce?

Built for compliance-first industries — without slowing growth.

Unified ecosystem

All-in-one platform to run **commercial and scientific operations** — no silos, no stitching tools together.

Compliance by design

eSignatures, GDPR, content workflows — **compliance is built** in, not bolted on.

Enterprise power, startup speed

Quick to implement, **fast to scale** — no need for long timelines or painful transitions.

Zero trade-offs: simplicity, support, and control

Enterprise-grade performance with responsive onboarding, ongoing support, and intuitive UX.

Seamless transition, zero content loss

Migrate without disruption — we convert your content, no rebuilds, no wasted effort.

Co-built flexibility, like Lego

We don't just let you configure — we co-create workflows that fit your **commercial**, **medical**, or **hybrid** needs.

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Customer Relationship Management

More than CRM – your intelligent engagement platform for field and scientific excellence.

Stakeholder Mapping

Profiling & Segmentation

Content Player (HTML5, PDF, Video)

Content KPIs Collection

Approved Content Distribution

Sample Distribution & Compliance

Consent & Signature Capture

Consent Lifecycle Manager

Approvals & Scientific Review

Rules-Based Notification Engine

eSignature Watermark & Branding

Power BI Dashboards and Analytics

Custom Reporting Engine

Learning Management System

Working Days Calendar & Days Off

Off-Field Activities

Insights Capture

Emails Campaigns

Role-Based Access

Medical Intake Flow

Content Repository

Content MLR process

WhatsApp & Telegram

Routes & GPS Tracking

Geo Fencing

Target Settings

Target Lists

Territory Mapping

Position Groups

Surveys Module

Coaching Module
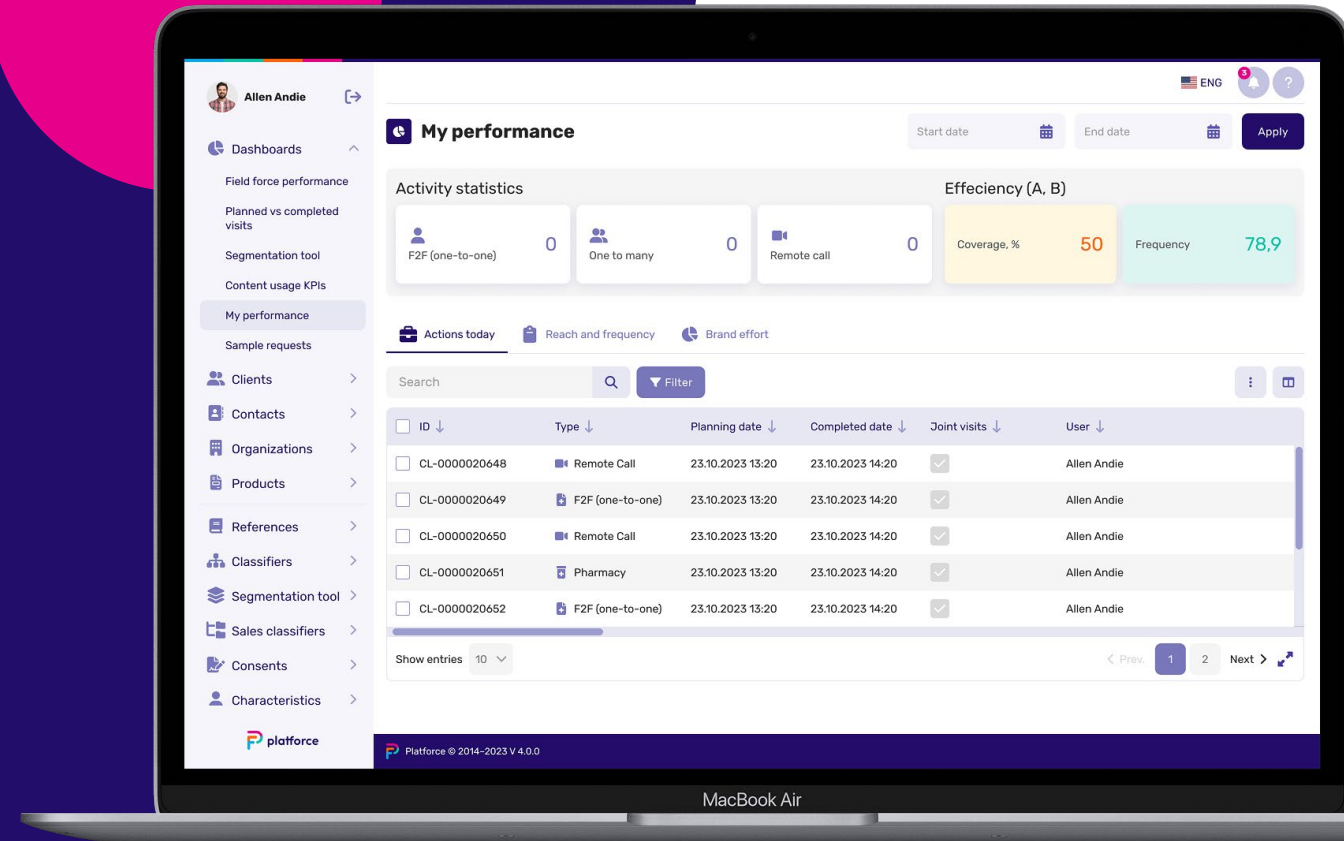
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Platforce Field App

All-in-One Field Execution App for Commercial and Medical Teams

Offline Mode

Animated HTML5

GPS tracking

GEO-fencing

Content KPIs

Stakeholder Management

Scientific Engagements

KOL Preferences

KOL Interactions

Video Conferencing

Follow-up Emails

Intuitive Interface

CRM Integration

GDPR Lifecycle Manager

Consent Collection

Medical Inquiries

Integrated Analytics

Automated AI Notes

Data Encryption

Audit Trails

eSignature

Voice-to-Text Notes

Real-Time Dashboards

Biometric Authentication

Approved Content Sharing

How It All Works

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Interactive HTML5 Content for Commercial and Scientific Communication

KEY FEATURES

- In-built navigation menu
- Animations
- Popups
- Integrated KPIs
- Text, audio, and video content
- Complex logic
- On-slide calculations
- Approved content for HCP discussions
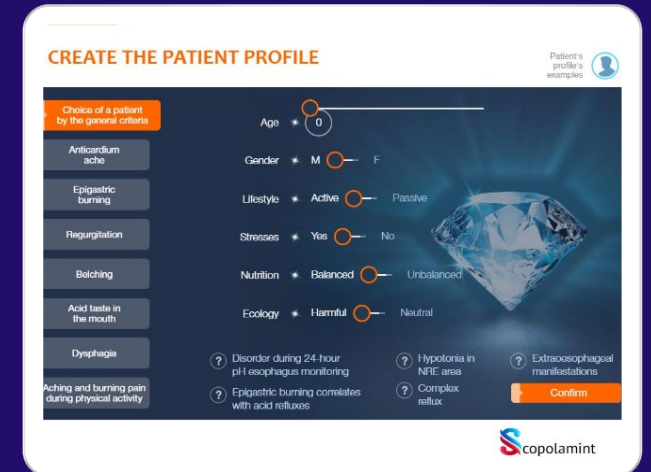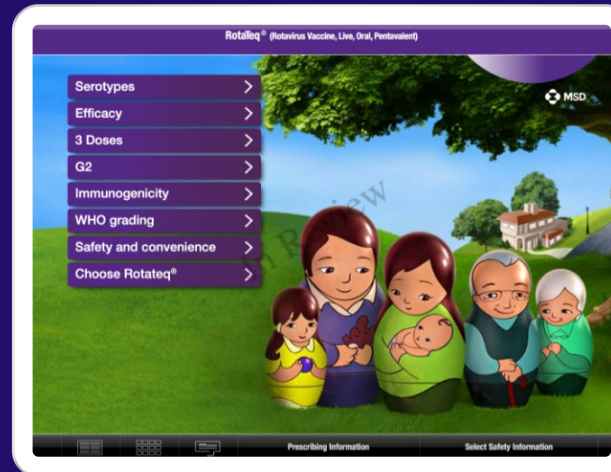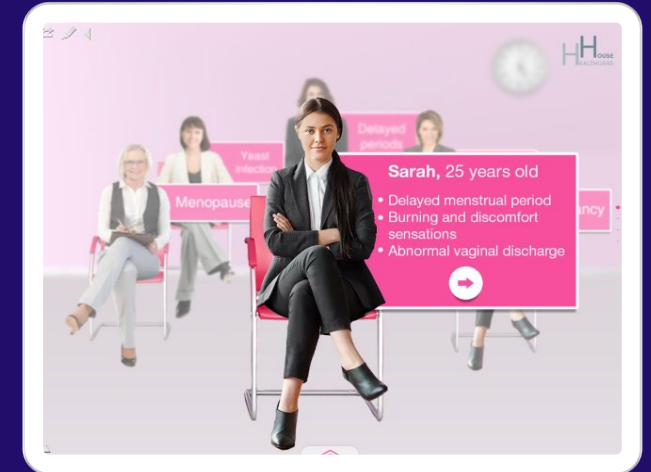
KPIs Integrated

INTERACTIONS

- HCP's potential and loyalty
- HCP's preferences
- Competitors Insights
- Key messages delivered
- Scientific inquiries raised
- HCP engagement data
- Insights capture
- NPS

CONTENT

- Start / End Time
- Slide Show Order
- Time on slide
- Skipped slides
- Reactions
- Animation Interaction
- Buttons

DIGITAL/MCM

- Consent / Signature
- Email
- Messenger and type
- Internet usage
- Social media accounts
- Photo Capture

DEVICE

- Device type
- Software and version
- Device time zone
- Internet connection type
- Browser and version
- Timestamps
- GPS location

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Heartburn relief

Study	once daily	up to 7 days of treatment	RR (95% CI)	Weight (%)
1-8 week				
2005 Pace			1.70 (1.24, 2.34)	10,83
2006 Bytzer			0,98 (0.86, 1.12)	46.83
1999 Dekkers			1.20 (0.82, 1.77)	7.35
2007 Pilotto			1.16 (1.05, 1.27)	15.22
Overall (I2 = 72.9%, P = 0.011) Z = 2.51, P = 0.012			1.16 (1.05, 1.27)	15.22

0.427   1   2.34

1. A. Pilotto, M. Franceschi, G. Leandro et al., Comparison of four proton pump inhibitors for the short-term treatment of esophagitis in elderly patients World Journal of Gastroenterology, vol. 13, no. 33, pp. 4467–4472, 2007.
2. J.-C. Delchier, G. Cohen, and T. J. Humphries, Rabeprazole, 20 mg once daily or 10 mg twice daily, is equivalent to omeprazole, 20 mg once daily, in the healing of erosive gastro-oesophageal reflux disease, Scandinavian Journal of Gastroenterology, vol. 35, no. 12, pp. 1245–1250, 2000.

Please choose the answers you consider to be correct

A Repeating endoscopy

B Conducting 24-hour pH measurement with cancelling antisecretory therapy

C Conducting 24-hour pH measurement without cancelling antisecretory therapy

D Testing genetic polymorphism

Algorithm for NERD

Face-to-Face Interactions

A **face-to-face visit** is an offline interaction between an HCP and a medical or commercial representative.

The representative shares approved scientific or promotional content on a tablet screen.

KEY ELEMENTS OF FACE-TO-FACE VISITS

- No internet connection needed
- All materials are pre-downloaded
- Several presentations in one session
- Comprehensive KPIs collection
- Option to distribute branded samples or capture scientific inquiries
- AI insights capture

Nowadays no one has time to stay in bed with a cold and struggle with a cough for long.

- Acute respiratory viral infection (ARVI) is one of the most ubiquitous infectious diseases of humankind.[1]

- At least 200 viruses have been associated with the typical findings of the "common cold".[2,3]

- Acute cough associated with influenza and ARVI is one of the most common complaints prompting the patient to visit a general practitioner.[4,5]

Even if you can stay at home, a persistent, dry, irritating cough prolongs the disease, disturbing your sleep, and does not let you have a rest.[6,7]

ST IMPRESSION   DISEASE AWARENESS   MAIN PROBLEM   R   PI

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Remote Interactions

A **remote interaction** is a digital meeting between an HCP and a medical or commercial representative. It supports both promotional and scientific discussions through secure, live screen sharing.

KEY ELEMENTS

- No registration
- **Link-based access**
- One or a Group of participants
- Invitation, follow-up, and reminder emails
- Screen sharing
- KPI collection
- Several presentations in one session
- Capture of scientific questions
- Video & audio access
- Session recording
- Presentation script
- Chat
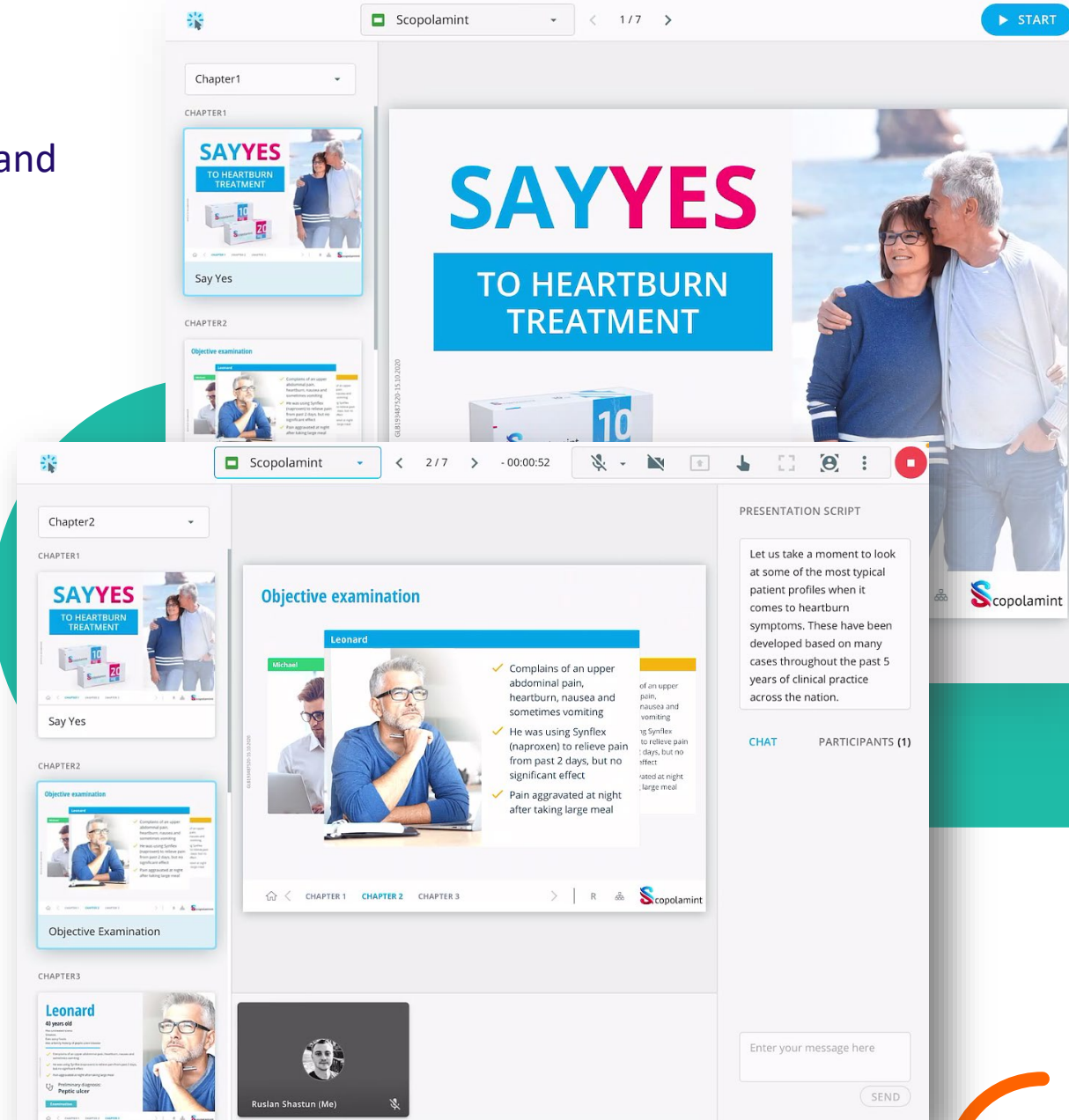
Seamless & secure login experience

Biometric Authentication with Face ID & Touch ID

Fast, password-free access
Enable field force teams to log in instantly with fingerprint or facial recognition — no typing, no delays.

Enhanced security & compliance
Leverages device-native biometrics for secure authentication while aligning with privacy and industry compliance standards (HIPAA, GDPR).

Optimized for field performance
Designed for real-world conditions — biometric login works even when offline, ensuring uninterrupted access to critical CLM tools.

Supports both iOS & Android tablets
Fully compatible with biometric-capable devices to maximize usability across your existing hardware.

Empower your Commercial and Medical teams with faster, safer, and smarter access, right from the field.

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Offline consent

Capture HCP consent for scientific
or promotional engagement – anytime, anywhere

Why it matters

- Collect consent for scientific or promotional engagement — even offline

- Seamless sync to CRM once reconnected

- Full audit trail with consent history, timestamps & signature

- Ensures regulatory compliance in real-world conditions

No delays. No missed data.
Fully compliant.

Online consent

Collect, manage, and track HCP consents for scientific or promotional engagement — GDPR-compliant by design

Empower compliant engagement across all digital channels.

- Personalized, branded consent forms for each HCP

- Easy-to-complete landing page via secure link

- Real-time consent tracking in CRM

- HCPs can update preferences anytime

- Only approved content sent based on active consents

- Full audit history of consent actions

- Encrypted & secure data storage aligned with GDPR

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We respect your privacy

I agree to be contacted (via below mentoined chanels and in line with the Privacy Policy) for the purpose of recieving scientific and educational information, invitations for events, as well as information relating to products from Company, or directly from the manufacter of such products .

If you dont wish to recieve any of the aforementioned information, please unsubscribe via the checkboxes below.

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Distributor
- Store your personal data
- Email
- Phone
- Social media / messaging
- Virtual events registered / attended

Company
- Store your personal data
- Email
- Phone
- Social media / messaging
- Virtual events registered / attended

Submit

| Privacy policy | | Contact us |

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Consent Lifecycle Manager

Your frontline defence against GDPR violations — automated, visible, and built for field and scientific engagement teams

- Timely alerts for expiring consents
- Visual indicators embedded across the workflows
- Admin-configurable policies and expiry rules
- Expiry data is visible in planner and visit screens
- Proactive compliance and uninterrupted engagements
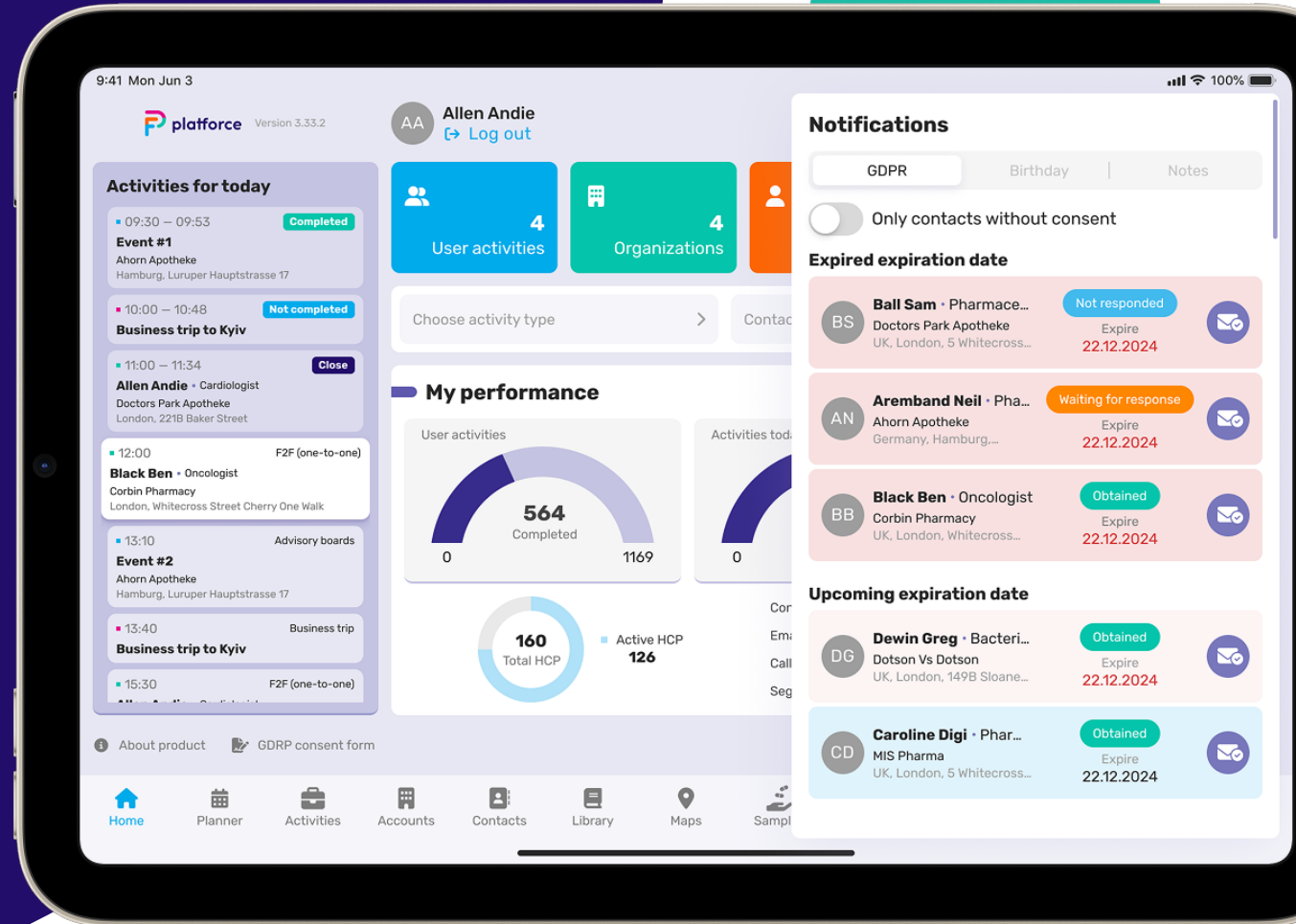
Medical Intake Flow

Close the loop on HCP inquiries — instantly and intelligently

Turn every HCP question into a trusted engagement opportunity.
Medical Intake Flow empowers your field force to capture, resolve, and respond to product-related inquiries — all within the CRM, without delays or disconnected tools.

Streamlined workflow

- Reps or MSLs log medical inquiries during the visit
- Managers review & respond centrally
- Final answer sent directly to HCP
- Status tracked from intake to resolution

Real-world impact

- No more lost emails or offline follow-ups
- Builds HCP trust through fast, compliant responses
- Frees reps to focus on strategic engagement
- Auditable communication trail

Business value

- Increases team efficiency & clarity
- Improves HCP satisfaction and retention
- Reduces risk with full CRM-based compliance
- Sets your brand apart through better service

Email Template

Automate impactful scientific and promotional communication with HCPs — always compliant

Why it matters

- Pre-approved templates ensure 100% regulatory compliance
- Personalized outreach by specialty, territory, or profile
- Follow-ups, invitations, and scientific or product info sent in one click
- Consistent messaging across reps and regions
- Track opens, clicks, and optimize content.

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Email types

BOTH APPROVED AND BROADCAST E-MAILS SUPPORT COMPLIANT SCIENTIFIC AND CUSTOMER ENGAGEMENT.

APPROVED E-MAILS
Personal message to 1 recipient

Approved e-mails extend scientific or customer interactions with immediate, relevant follow-up content from a Field User.

BROADCAST E-MAILS
Messages to a broader HCP segment
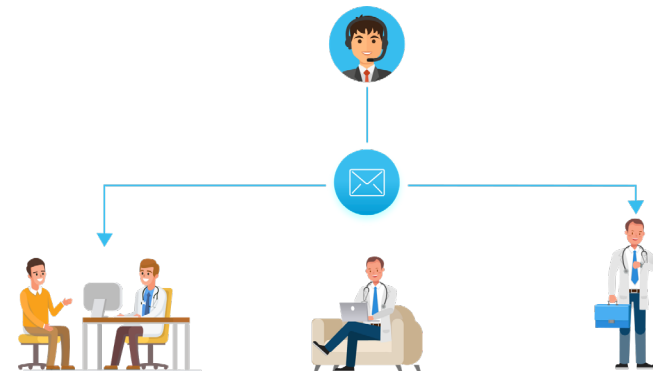
Broadcast e-mails provide cost-effective communication of scientific or medical content to larger HCP audiences.

CAMPAIGN

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Messengers

TRIGGER 1:1 OR BROADCAST MESSAGES TO HCPs VIA MESSENGERS — RIGHT FROM PLATFORCE CRM

- Enable real-time communication using integrated messengers
- Send messages to opted-in HCPs — compliant with GDPR and consent rules
- Create contact lists for scientific or promotional messaging
- Use pre-approved message templates and dynamic personalization
- Mark and track message delivery with internal tags
- Monitor message status and KPIs in real time
- Ideal for medical follow-ups, webinar invitations, or field coordination

INTEGRATED MESSENGERS:

WhatsApp   Telegram

GPS tracking & geo-fencing

Monitor field activity, optimize routes, and ensure location-based compliance

Key capabilities:

- Visualize field team visits and territory coverage on a live map
- Auto-detect GPS location to start and end a visit
- Geo-fencing to validate presence within predefined visit zones
- GPS analytics for activity heatmaps and territory insights
- Identify and suggest route optimization for field teams
- Strengthen control and accountability in the field
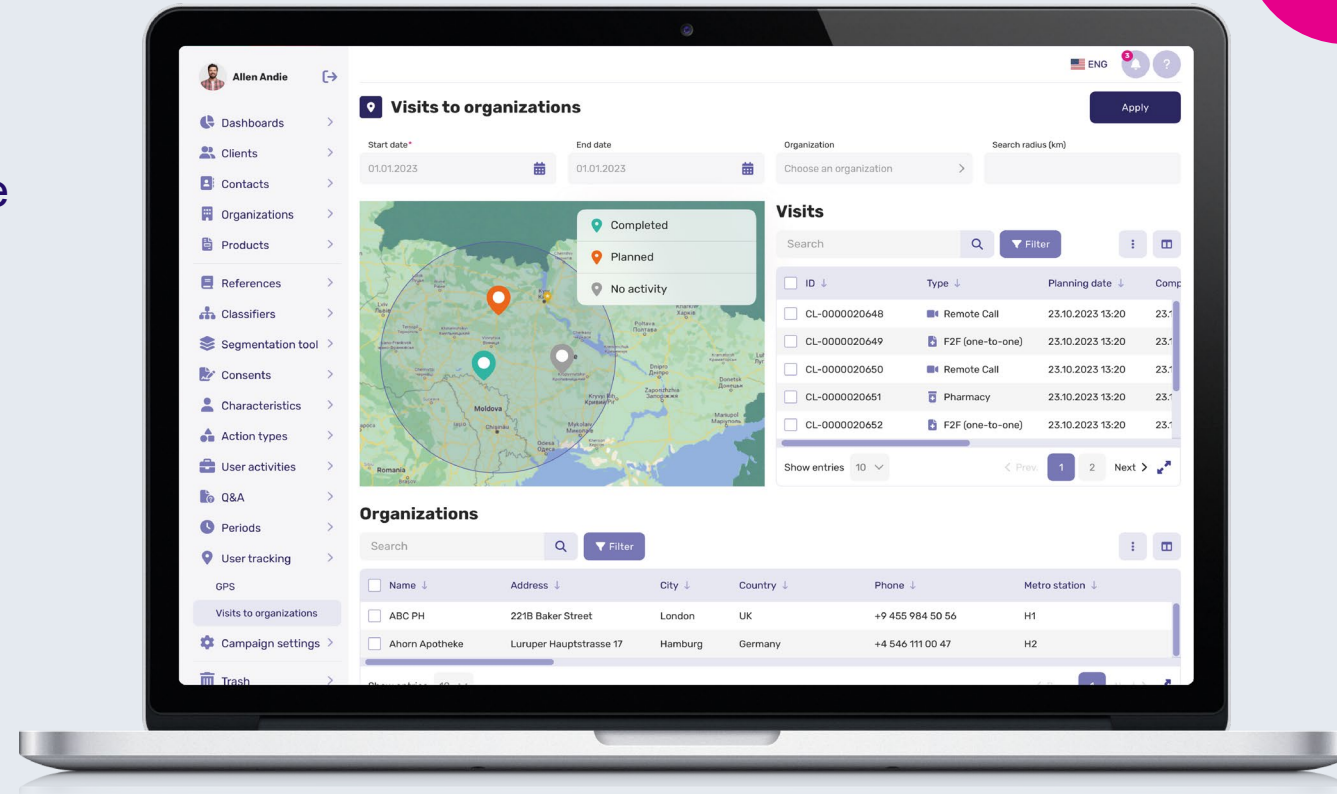
Smarter mobility. Verified visits. Better planning.

Analytics empowered with Power BI

Drive smarter decisions with real-time, pharma-ready analytics.

Ready-to-use dashboards:

- Field force productivity & efficiency
- Consent collection & compliance tracking
- Segmentation & HCP targeting
- User engagement & content KPIs
- Planned vs. completed activities
- My Performance view for reps and MSLs
- Custom dashboards tailored to your needs
- Scientific inquiry and stakeholder engagement analytics

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Talent LMS module

Training to every employee with a top healthcare LMS — built for training success

- **Easy to use** – get started with just a few clicks

- **Flexible** – no hidden fees, long-term commitments, or lock-ins

- **Customizable** – use your custom domain, logo, theme, custom media assets, components, and much more.

- **Ready-made courses** – localized to your users' languages

- **Powerful & extensible** – enterprise-grade features to use

- **Zero maintenance** – cloud-based solution with no installation setup and maintenance

- **Analytics & Compliance** – track learners' training and overall progress. Ensure compliance with renewable certificates
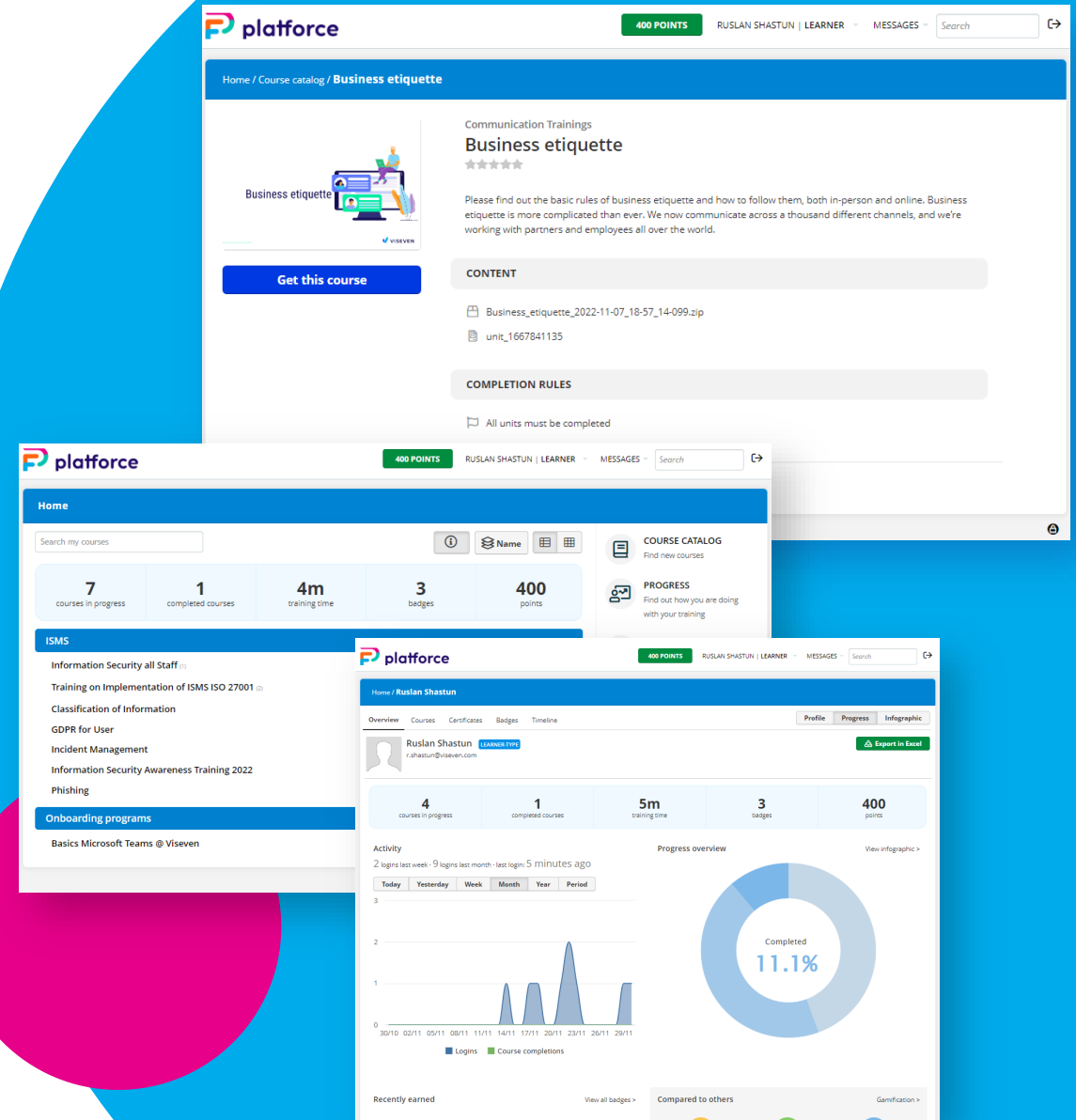
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Coaching Module

Streamline coaching across Commercial and Medical Affairs teams using structured forms to track progress and improve engagement quality — all with a clear, intuitive UX.

Surveys

Use surveys to collect HCP feedback, measure scientific engagement impact, and gain insights for segmentation and strategic planning — all fully compliant and centralized in CRM.

Platforce is compliant and ISO certified

Platforce Implementation

Define Requirements → **Design & Develop System** → **Plan Data Migration** → **Test System** → **Train Users** → **Go live**
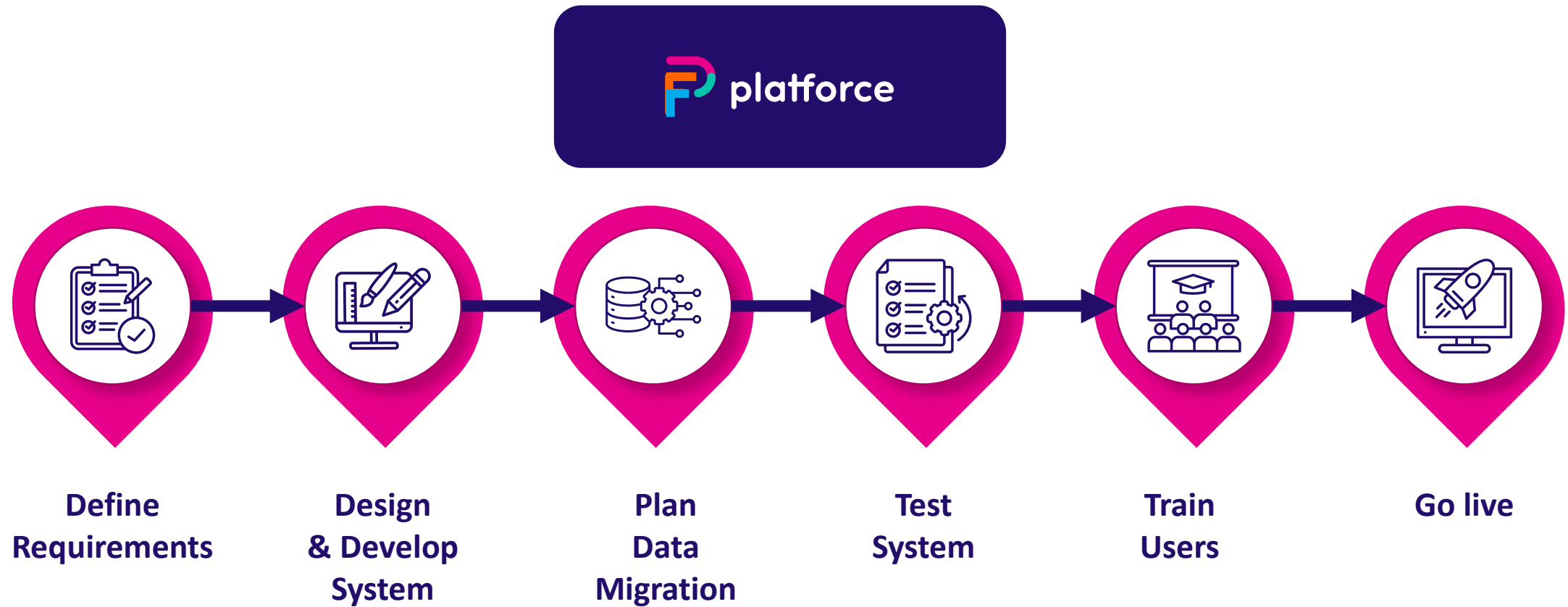
Implementation process is tailored to Commercial or Medical Affairs workflows, depending on your team's needs.

Nutrition & Specialty Care Company —

Nutricia: Centralized CRM across 15 countries

CHALLENGE

Nutricia, a division of Danone, needed a CRM solution to support operations across 15 countries with:

- **Fragmented data** and no centralized reporting
- Manual planning and region-specific challenges
- **Lack of KPI tracking** through integrated systems
- Ignored regional CRM preferences, impacting adoption

SOLUTION

Data Consolidation
- Unified platform integrating data across all regions

Reporting & Analytics
- Real-time dashboards and consolidated insights

Planning Tools
- Structured planning and improved visibility

Website Integration
- KPI tracking via web-based reporting systems

Regional Customization
- CRM adjustments for regional needs to boost efficiency and adoption

RESULTS

Nutricia achieved:
- Stronger **operational efficiency**
- Improved **decision-making**
- Scalable growth through **centralized control and analytics**
- Enhanced performance across **15 countries**

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Rare Disease Pharma Company —

Genpharm: Rare disease engagement, scaled across MEA

CHALLENGE

Genpharm needed a CRM & CLM solution to:
- Manage complex **sales operations and HCP engagements** across the MEA region
- Track **market access efforts** in multiple countries
- Set clear **targets** to improve market penetration.

SOLUTION

Visit & Engagement Management
- Automated tracking of healthcare professional interactions

Sample Distribution Monitoring
- Streamlined tracking of specialty treatment samples

Power BI Reporting
- Advanced analytics for smarter decision-making and resource allocation

Target Frequency Matrix
- Periodic engagement targets to improve planning and field team efficiency.

RESULTS

With Platforce, Genpharm achieved:
- Stronger **operational efficiency**
- Deeper **market penetration** across the MEA region
- Clearer **field planning** and optimized **HCP engagement**
- Leadership position in the **rare disease** treatment space.

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Dermatology Pharma Company —

Global company in CIS: Full visibility & optimized operations of OTC business (Anonymized)

CHALLENGE

The Client, a leading dermatology company, needed a CRM & CLM solution to:

- Improve **decision-making** across sales and medical teams
- Streamline **pharmacy and OTC visit management**
- Gain better **visibility and control** over operations in the CIS region.

SOLUTION

Field Force Tracking
- GPS tracking of rep activity
- Real-time updates for F2F, OTC, and pharmacy visits

MSL & Event Management
- Coordinated MSL visits and pharmaceutical events

Insights & Reporting
- Power BI dashboards with actionable analytics
- Sample distribution management

Customer Engagement
- In-visit loyalty and potential checks
- Structured MSL presentation templates.

RESULTS

With Platforce, the Client achieved:

- **Greater control** over field operations
- **Improved decision-making** via real-time data
- **Streamlined visit processes** for MSLs and pharmacies
- More **efficient resource allocation** and stronger **visibility**.

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Customer Feedback

Driving Business with Platforce

" Platforce is a CRM integrated with an MCE and able to generate actionable insights to further empower reps and drive business. Flexibility for customization is like no other in the market. A core enabler to our medical sales. "

Ada Liu

Sales Force Effectiveness Manager (Health)
- NUTRICIA, DANONE GROUP -

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Customer Feedback

Enhancing Communication with Platforce

" While sales reps could dramatically optimize their work, HCPs got an opportunity to choose the most convenient time and channel for communication. "

Takeshi Nakauma

CEO
- XOLOMON -

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Platforce Geography

KEY NUMBERS:

x4 — Growth of the customer base in 2024

145+ — Qualified employees (Dedicated & Shared)

50+ — Partnerships (Technology, Channel, Integration)

Map labels:
- USA
- Argentina
- Mexico
- El Salvador
- Panama
- Ecuador
- Dominican Republic
- Puerto Rico
- Curacao
- Hungary
- Estonia
- Netherlands
- Germany
- Ukraine
- Bosnia and Herzegovina
- Bulgaria
- Uzbekistan
- Mongolia
- Montenegro
- Azerbaijan
- Serbia
- Kosovo
- Cyprus
- Kuwait
- Qatar
- Egypt
- Saudi Arabia
- UAE
- Oman
- Sri Lanka
- Philippines
- Philippines

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Platforce powers productivity, compliance, and engagement for growing and global companies alike.

THANK YOU!

Let's empower your **Medical and Field Teams**,
and drive success together!

REQUEST A DEMO NOW!

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