



About Us

Vision

Empowering life sciences commercial teams to build meaningful relationships, intelligently

Mission

We have a singular mandate: to disrupt the commercial experience within life sciences via artificial intelligence and entrepreneurial vision.

Our deep knowledge of commercial excellence and AI-driven suite of customer experience solutions help life sciences organizations harness data, analytics and AI as a catalyst for competitive advantage, transforming the way they create value for their business.



What We Do



CRM & Smart Customer Engagement Solutions



AiDEA[®]
Suite

AiDEA Suite is our solution designed to answer the needs of Pharma & Life Sciences industries at different levels and in multiple areas, to assist organizations in realizing the full potential of their data.

MODULE



AiDEA[®]
Sales



AiDEA[®]
Retail



AiDEA[®]
Events



AiDEA[®]
Marketing

New Generation App of AI-Driven Multichannel Engagement



myAiDEA[®]

MyAiDEA revolutionizes the way Life Sciences companies do business everyday by enhancing traditional legacy systems with Artificial Intelligence and digital tools.

Pharma & Life Sciences Business Intelligence Software



NOVA is a pre-built business intelligence platform designed to harmonize and democratize data, empowering your team to discover valuable insights.



LIFE SCIENCES



Life Science

Patient



Better experiences, insights,
outcomes. **Better care.**



Pharma



HCP



HCO



Payers

PHARMA

Our **user centric** Pharma & Life Sciences Solutions

AiDEA[®] Sales **myAiDEA[®]**

Customer Engagement Solutions

New operational and analytical AI CRM solutions for Pharma

NOVA

BI Analytical Solutions

CDP Pharma Data Model



AI Analytical Solutions Platform

Integrate & combine key information from logistics, purchasing & distribution processes



Hospital and Pharmacy Customer Engagement Solutions

AiDEA Suite: New operational and analytical AI CRM solution



 **Microsoft**

Part of Microsoft Cloud for Healthcare

Our Innovative Story



TECHNOLOGY
GLOBAL PARTNERSHIP



STRATEGIC ALLIANCES



GROWTH
ACCELERATOR



Microsoft Partner Awards & Partner Success Story



«In today's reality of accelerated digital transformation, pharma & life science companies rely on **proactive solutions such as AiDEA, integrated with Dynamics 365** and Power Platform, to enable effective omnichannel strategies»

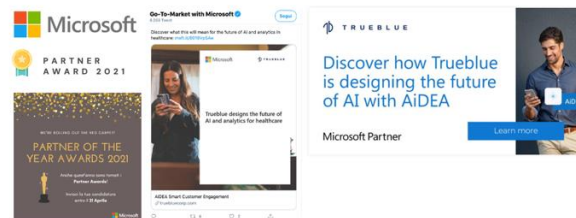


Elena Bonfiglioli

Microsoft Global Lead, Pharma and Regional Lead Healthcare EMEA



PARTNERSHIP



Microsoft Partner

AiDEA puts Angelini Pharma on path to growth

The AiDEA solution from Trueblue s.r.l., powered by the Microsoft ecosystem and driven by built-in artificial intelligence (AI), allows customers to combine and use Dynamics 365, Teams, Power BI, and Dynamics 365 Customer Insights—all in the Azure cloud—to speed up their digital transformation journey and embrace new channels.

AiDEA's smart customer engagement approach leverages Dynamics 365 to deliver an easy-to-use, fully conversational solution. AiDEA is also integrated with Teams to provide remote calling capabilities. The solution has allowed Angelini Pharma to reimagine its customer engagement processes and enabled the company to close the gap between strategy and execution.

Integrating for a brighter future

Angelini Pharma had a digital vision to reposition and align its customer relationship management (CRM) and multichannel marketing (MCM) capabilities with best practices to enable omnichannel interactions with key stakeholders. The organization was also seeking to support further growth by evolving its current marketing, medical, and sales capabilities into an integrated digital ecosystem.

In seeking to transform its digital landscape, Angelini Pharma's main objective was the ability to deliver best-in-class customer experiences via combined personal and digital interactions. And a solution that included AI was a critical part of this approach.

Challenge

The main challenge for Angelini Pharma was to accelerate its growth at the international level by adopting an innovative solution that would allow it to embrace a holistic digital approach to its operational business strategy.

Solution

AiDEA solution allows Angelini Pharma to accelerate its digital transformation, thanks to its added integration, scalability, and multichannel capabilities, all powered by Dynamics 365.

Results

Angelini Pharma's international growth will be fully supported by AiDEA, which ensures technology integration, a holistic approach, and standardized business processes, all aligned with the company's digital strategy.

"We identified Trueblue and Microsoft as the best partners to advance our Customer Engagement capabilities by delivering an innovative digital CRM solution."

— Pierluigi Antonelli, CEO, Angelini Pharma

Trueblue s.r.l. | truebluecorp.com/en/ | marketing@truebluecorp.com

Flexible deployment on Microsoft ecosystem:
AiDEA can be deployed natively on Microsoft Dynamics 365 or built as a tailored solution on Power Apps.

Why we are different



ANALYTICAL PROCESS



Sales Force Analytical Process

Building solid analytical solution for the Field Force in support of the Sales Business Planning process



Digital Analytics & Digital targeting

Multichannel reporting & dashboards, integrated with effectiveness monitoring and digital profiling



Data Discovery Service

Dedicated analysis to find and formalize specific "so-what" for dashboard, reports and tables



Advanced Initiatives Analytics

Incorporation of events and initiatives in multichannel & smart selection

ASSESSMENT



Area Readiness

Assessment on functional covering of Company's needs and status of data/ IT architecture at Regional/ Local level



Master Assessment

Dedicated templates for the analysis of organization of data in specific perimeters (e.g. Sales, SFE, Access, Retail, Finance)



Data Mapping

Analysis of information and detailed data content (type of data, granularity, quality, characteristics, availability)

STRATEGIC ADVISORY



Next Best Actions

Field Force dedicated HCPs dashboard, integrated with AI powered "Next Best Action" suggestion



Customer segmentation & Clustering

Analysis of specific customer characteristics (contact points, sales trend, attributes) to create segmentation/clustering



Organizational Services

Support and coverage for Client's key & supporting functions (e.g. Product Owner)



Multichannel & Customer Engagement

Strategic design of activities, coverage and targets for marketing channels (with integration between traditional and digital)



Customer Feedback Management

Development of Customer Feedback monitoring models: CX & CJourney analysis triggers, tools, targets, analytics



Change Management

Engagement Plan, Coaching Management (skills development, targets), Adoption monitoring (tools roll-out, digital enablement)

Our Experiences



Cross-functional experience in different types of companies and industries.

PHARMA & LIFE SCIENCES





Success Stories Global Projects

GSK

96 Countries, 4 Regions:
15.000 Users



Global Multichannel Project IT



Trueblue's value

A Customer point of view



"Delivering this project has been a huge undertaking, involving the core T360 project team, the extended Tech organisation, third party vendor Trueblue.

Thank you all those involved in making this critical project to support Accelerating Pharma a success!"

Graham Maunder – Global Head Digital Analytics, GSK

WHAT WE ACHIEVED

- Collection and harmonization in a unique system of all the operational, sales and multichannel data generated by all 96 affiliates and 6 regions worldwide
- Implementation of a unique analytical multichannel process to be distributed to the local Field Forces (overall 15,000 reps)
- Ability to extract powerful customer business insights
- Elevation of reps' analytical mindset using the solution

Trueblue's value

A Customer point of view



- Implementation of analytical multichannel processes to be shared with the affiliates and to be distributed to the local Field Forces
- Opportunity for countries to generate local reports and dashboards through Managed Self Service solution

Paul Allen – CRM Strategy Manager Europe

Mandeep Hayer – Director, Enterprise Applications

CORPORATE DW

1 region worldwide

8 affiliates

1.100 Reps

OUR OBJECTIVE

- Due to the implementation of the new CRM solution Veeva, Otsuka needed to create a unique analytical process for all the European Field Forces
- The aim was to collect and harmonize all the operational, sales and multichannel data generated by affiliates in a single European “Corporate Analytical Multichannel Solution”

Trueblue's value

A Customer point of view



“We were looking for more of a ‘plug & play’ solution, preferably with a partner specialized in Pharma. This has lead us to engage with Trueblue

Umberto Stefani – CIO at Chiesi Farmaceutici

C O R P O R A T E D W

25 affiliates

1.800 Reps

24 Countries – 1over, 2.000 Users –

4 Main External Stakeholders (HCPs, HCOs, PHARMACIES, WHOLESALERS)

WHAT WE ACHIEVED:

- Collection and harmonization in a unique system of all the operational, sales, MKT and multichannel data generated by all affiliates worldwide
- Corporate Dashboard solution implemented for sharing common analytical processes to get strategical insights, with local instances empowering flexibility to each single Country with the possibility to add, integrate and analyze other digital local data

Trueblue's value

A Customer point of view

The Merck logo is displayed in a bold, blue, sans-serif font. It is positioned within a white rounded rectangular box on a blue background.

“The natural evolution of the digital world and the increasingly frequent use of big data has fostered the implementation of systems using AI in the pharmaceutical industry. All this implies a necessary cultural change in the working model of our business. The Healthcare business of Merck is collaborating with Trueblue for the development of innovative AI solutions. We believe that this project is the first step towards “real digital age”.

Alessandro De Luca – Merck Group, CIO Merck Healthcare

WHAT WE ACHIEVED:

- Implementation of an MDM platform for integrating all the traditional and digital channels, developing analytical multichannel processes
- Through M.A.R.C., our AI-based solution., support to medical representatives in planning their activities, having a user-friendly, next best action solution on their hands
- Presentation of the project in 2019 at Eyeforpharma Barcelona
- M.A.R.C. simplified the daily multichannel activity of reps throughout smartphones

Trueblue's value

A Customer point of view



“ We developed a new corporate analytical solution with Trueblue. The final result was amazing: we got a common way to analyze data, produce insights quickly, creating a new culture on a global level.”

Luigi Boaretto – Global Head of Strategic Planning & Commercial Excellence, Zambon

CORPORATE CRM SUITE & DW

12 affiliates

1.000 Reps

WHAT WE ACHIEVED:

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Trueblue's value

A Customer point of view



OUR SOLUTIONS:

- **Business Intelligence (BI)**

Development of a BI solution to provide a standard set of report to enable the most advanced functionality for analytics

- **AiDEA**

Mobile based artificial intelligence that helps better understand data and offers a conversational interface that suggests and organizes user's activities on Top Veeva System

- **Account Planning Tool (APT)**

Solution that offers In-depth knowledge of territory and customers, governance of key account actions plans and real-time monitoring of the project status and objectives

Trueblue's value

A Customer point of view



“Artificial Intelligence represents a tremendous opportunity to increase our effectiveness, and we want to provide this competitive advantage to our employees thanks to AiDEA. After a long and thorough analysis, we identified Trueblue and Microsoft as the best partners to advance our Customer Engagement capabilities by delivering an innovative digital CRM solution that transforms strategy into action”

Pierluigi Antonelli, ex CEO Angelini Pharma

CORPORATE CRM SUITE & DW

20 affiliates

1.500 Reps

1 SOLUTION 14 Countries + 10 ARVELLE's Countries –

1,486 Users – 4 Main External Stakeholders (HCPs, HCOs, PHARMACIES, WHOLESALERS)

WHAT WE ACHIEVED:

- Ability to deliver best in class Customer Experience combining personal and digital interactions
- Leverage of a single solution platform enabling the evolution of Angelini's new digital vision:
- **Omnichannel interaction**
- **Marketing and Sales integration for Customer Engagement orchestration**
- Integrated digital ecosystem to support the company growth
- Implementation of a flexible CRM platform that allows both centralized/standardized governance and local template configuration in a single “instance”

Trueblue's value

A Customer point of view



“Thanks to Trueblue’s CRM we have been able to create and implement our selling model in our affiliates worldwide, and with the native integration with the Analytical solution we are now able to measure impact.”

Domenico Zilioli – ex Corporate Sales Excellence Director, Alfasigma

WHAT WE ACHIEVED:

- Adoption of the most effective tools to support the value of Sales Force Development to drive performance throughout Affiliates
- Implementation of the global selling model with easy & fast approach
- Ability to benchmark countries

Trueblue's value

A Customer point of view

SANDOZ



“Trueblue won our bidding process in a context of tight competition, but their past experience, customer understanding and adaptability to our needs made all the difference. The right partner and solution to accelerate our Analytical capabilities”

Martin Rock – ex Commercial Excellence Head Cluster Europe, Sandoz

CORPORATE DW

3 affiliates

1 region worldwide

OUR SOLUTION:

- Sandoz needed to harmonize its data sources to provide an accurate and solid view of its Generics and Biosimilar business
- M.A.R.C., next best action solution, has been deployed for the Retail field forces business
- The solution started with the definition and crystallization of internal best practices and was replicated across different markets as a proof of concept (e.g. Switzerland, Spain and Portugal)
- It has now been deployed across different top EU5 markets

THANK YOU!

