



AKTANA

# 5 Reasons Why Aktana is the Smart Choice for Intelligent Engagement

## Bring True Personalization to Your Customer Engagement Efforts

Life sciences companies have long struggled to adapt their commercial processes to meet the ever-changing behaviors and expectations of health care professionals (HCPs). Now, there's a way.

With Aktana, life sciences teams can finally engage HCPs in a continuous conversation—one driven by an agile brand strategy that adapts over time in response to individual HCP preference and larger market shifts.

Aktana's technology leverages the sweet spot between human and artificial intelligence to its greatest potential. Using embedded AI refined by real-time human insight, Aktana gives life sciences sales, marketing and medical teams the information they need to anticipate customer needs and coordinate a cohesive experience across channels that's relevant, personalized and incredibly effective.

### AKTANA IS...

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## Flexible.

As we move into the era of machine learning and AI, the intelligence layer will determine the impact of your entire commercial tech stack for the next decade. Choosing a partner that can evolve with you—one that's **CRM-agnostic, incorporates familiar workflows like voice, text and WeChat, and elevates the work of your analytics team**—is absolutely critical. Aktana does that and more, **integrating with every marketing automation tool** to deliver a complete multichannel solution.



**Secure your  
success for  
years to come**

## 2 Complete.

Aktana **incorporates every essential data source in the market**, from IQVIA to Symphony, from HCP-level data to patient-level. Leveraging strategic data partnerships with companies like Komodo Health and Prognos, we also augment our customers' existing data sources in specialty areas **to power the most informed next-best-engagements on the market.**



**Accurate intelligence starts with comprehensive data**

## 4 Proven.

As **pioneers in the intelligent engagement space**, we've spent more than 10 years fine-tuning our product to meet our customers' evolving needs. Today, **Aktana supports more than 250 brands, 18+ therapeutic areas and 50+ use cases for the world's largest biopharmaceutical companies.** Like our recent successes, we're equally appreciative of the early missteps that informed our software development to shape the Aktana platform into what it is today.



**Up to 15% sales lift**

## 3 Focused.

Just like you, **we're laser-focused on improving the commercial engagement model and enriching the customer experience for HCPs.** We've intentionally chosen to forgo other industries, and even the R&D side of life sciences, in order to master solving the nuanced challenges of commercial operations. The result? A product that's meticulously crafted to meet **one set of professional objectives:** yours.



**40% improvement in CRM satisfaction**

## 5 Supportive.

Any technology innovation, even one that leads to significant performance gains for your team, will likely meet resistance when it challenges their habits in the near term. While our customers are free to lead the implementation of their own intelligent engagement programs, we've found that **most rely immensely on our team of transparent, collaborative experts to ease the internal transition and deploy a commercial process shaped by best practices and years of focused experience.**



**We stand behind our people as much as our product**

# AKTANA

More than half of the top 20 global life sciences companies rely on Aktana for intelligent customer engagement, with over 250 brands around the world live today.

**Contact our team to see what Aktana can do for you.**

**aktana.com | 1.888.707.3125 | sales@aktana.com**