

AKTANA

Accelerator Services

Unlock the power of your CRM data for commercial excellence with our Data Readiness Assessment.

Aktana's CRM data evaluation service is designed to assess your data readiness for a powerful next-best-action program. Discover the key insights that will fuel your commercial effectiveness and create an immediate impact on your business.

Next-Best-Action Data Readiness Assessment

Evaluate the feasibility of implementing a nextbest-action program tailored to your businessneeds, with a focus on executing and improving omnichannel coordination.



Evaluate CRM assets and data structures

Assess quality, quantity, and variability of data related to execution and available content.



Examine brands and markets

Uncover the most relevant products within your portfolio and understand the market dynamics that influence their performance.



Understand the data

Review of key findings aimed at understanding readiness and identify quick-win use cases-creating a roadmap for future deployment.

Insights For Success

Examine your existing technology, data, and business processes to understand what Alsolutions you are ready for engagement timing—dynamically and at scale.



Enhanced service capability

Six-year gold partnership with Veeva™, elevating CRM integrations and providing a tailored and responsive approach.



Demonstrated excellence

More than 300 next-best-action commercial deployments around the world with 13 of the top 20 biopharma as customers.



Intelligence and reach

Strength in every major market with 50+ use cases, 20+ therapeutic areas.

Maximize your commercial impact – ensure your CRM data is in top shape for a next-best-action program.

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

www.aktana.com 1.888.707.3125 sales@aktana.com