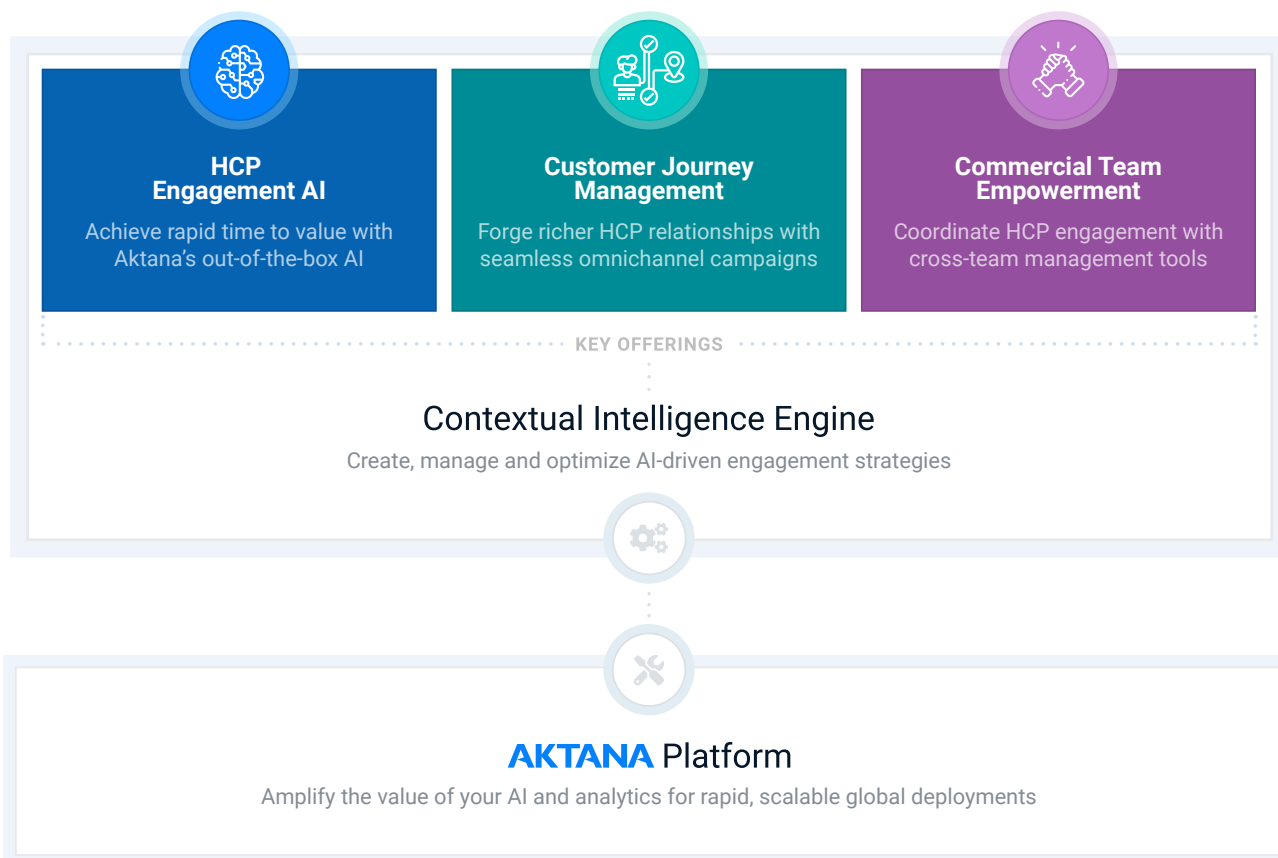# AKTANA

Contextual Intelligence 360

Your central command center for all intelligence activities across the entire commercial process

Contextual Intelligence 360 is a modular solution composed of Aktana's market-leading SaaS platform, a powerful, AI-driven optimization engine, and three key offerings that help commercial teams understand HCP preferences, create engaging experiences and optimize the entire customer journey across channels.

Designed to scale, companies can adopt what they need, when they need it, moving at the pace of their business.
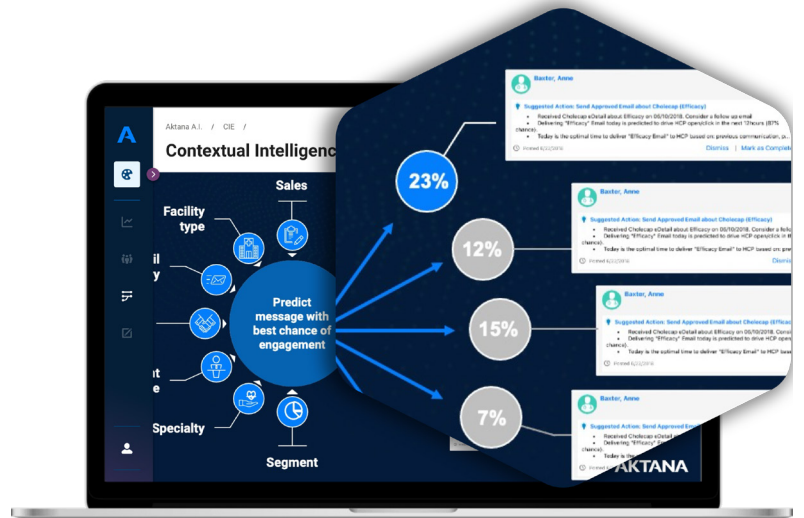
Contextual Intelligence 360

HCP Engagement AI
Achieve rapid time to value with Aktana's out-of-the-box AI

Customer Journey Management
Forge richer HCP relationships with seamless omnichannel campaigns

Commercial Team Empowerment
Coordinate HCP engagement with cross-team management tools

KEY OFFERINGS

Contextual Intelligence Engine
Create, manage and optimize AI-driven engagement strategies

AKTANA Platform
Amplify the value of your AI and analytics for rapid, scalable global deployments

HCP Engagement AI

Developed specifically for life sciences, Aktana's pre-built machine learning modules help commercial teams identify individual customer preferences for content, channels and timing—dynamically and at scale.

Content Optimization Module

Scalable
Capture the nuanced aspects of your brand strategy, without sacrificing scalability or speed, with configurable AI modules designed for rapid deployment.

Modular
Choose what you need, when you need it, to build configurable AI solutions that can evolve with strategic priorities throughout the product life-cycle.

Multi Source
Integrate analytical or machine learning models from in-house teams and partner platforms with Aktana's out-of-the-box solutions.
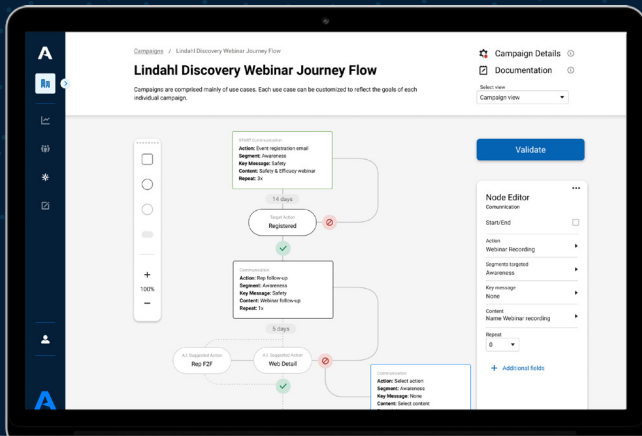
Dynamic
Improve the immediate customer experience with data-driven optimization, while helping commercial teams study HCP engagement trends over time.

Customer Journey Creator

Customer Journey Management

Aktana Customer Journey Management pairs an intuitive journey-building tool with an extensive template library to radically reduce time to value for new Next Best Action programs and keep Sales and Marketing on the same page.

Connected
Manage sales and marketing activities in the same workflow, establishing a consolidated commercial strategy for short- and long-term HCP engagement.

Domain Specific
Access the industry's largest library of pre-defined customer experiences and commercial workflows, built exclusively for life sciences teams.

Rapid Time to Value
Radically reduce time to value for new NBA programs, while still retaining the ability to adjust, expand and refine over time.
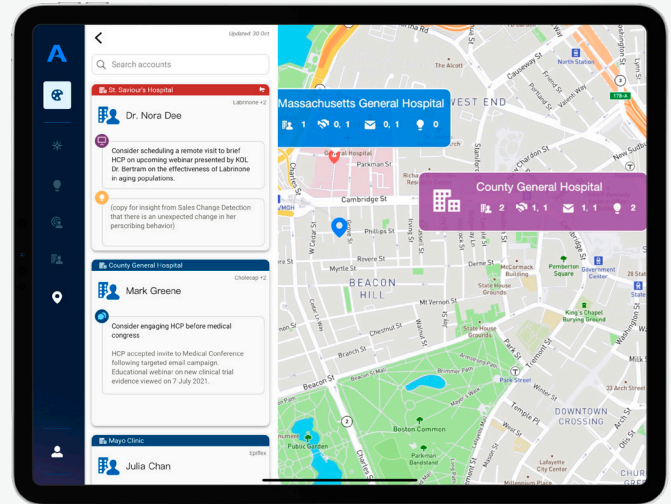
Flexible
Define your own proprietary library of use cases, based on your specific data model, to accelerate regional or global deployments.

Commercial Team Empowerment

Unlock the full potential of a coordinated team with end-to-end resource and execution management tools that provide deep insights and clear recommendations to sales and medical field teams, brand leads, district managers and more.

Sales Team TotalView

Deeper Adoption
Build trust and drive adoption with seamless workflow integrations and transparent AI that continuously learns from every rep interaction.

Empowered Managers
Support how field teams work and collaborate by providing visibility into rep-level NBA outputs, adoption and coaching opportunities.

Commercial Alignment
Facilitate transparent team collaboration, including management of shared targets and coordination of commercial and medical field activity.

Hybrid Model Support
Gain real-time visibility and reporting into omnichannel activity for all end-users across multiple workflow options.

AI-Driven Optimization - Understand the "why" behind each suggestion

Contextual Intelligence Engine

Aktana's AI-powered optimization engine finds the best possible action—in all channels, by all members of the commercial team—to create compelling experiences for every physician. Layering AI with human insight, the Contextual Intelligence Engine pulls out the critical context from every interaction to make those that follow more relevant, responsive and effective.

Built for Omnichannel
Deliver the personalized customer experience HCPs expect—no matter who initiates the conversation—with cross-channel optimization that works for both push and pull marketing strategies.

Flexible
Process data, rules, models and campaigns from any source—including internal analytic models and IP—for actionable intelligence informed by a complete picture of each HCP.

AI-Driven
Optimize for short-term campaign execution and long-term strategic goals with a dynamic AI approach that balances machine learning and expert guidance to ensure recommendations work in the real world.

Transparent
Arm users with clear explanations for each recommendation. Anticipate the impact of AI before you deploy to scale with A/B testing and intuitive reports that clearly link configurations with outcomes.

Aktana Platform

Aktana's enterprise-grade SaaS platform integrates all data sources, analytics and third-party systems while embedding the latest security technology to keep data safe. Aktana connects the individual pieces of your commercial tech stack to ensure the entire omnichannel ecosystem runs smoothly and scales easily.

Embed intelligence to run smarter, more dynamic marketing automation campaigns

Connected
Embed intelligence across the omnichannel ecosystem with native integrations for your marketing automation platform, customer data platform, CRM, data warehouse and other key systems.

Comprehensive
Incorporate any kind of raw or processed data—including internal analytic models—with standardized transformation templates and available APIs.

Secure
Protect IP and other valuable data assets with compliant, enterprise-ready role-driven access, multi-factor authentication, and access monitoring and auditing.

Scalable
Reduce management costs and accelerate time to value across brands and franchises with Aktana's modular architecture.

Equip teams with the context and control to navigate today's complex commercial environment.

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

www.aktana.com　　1.888.707.3125　　sales@aktana.com

AKTANA