

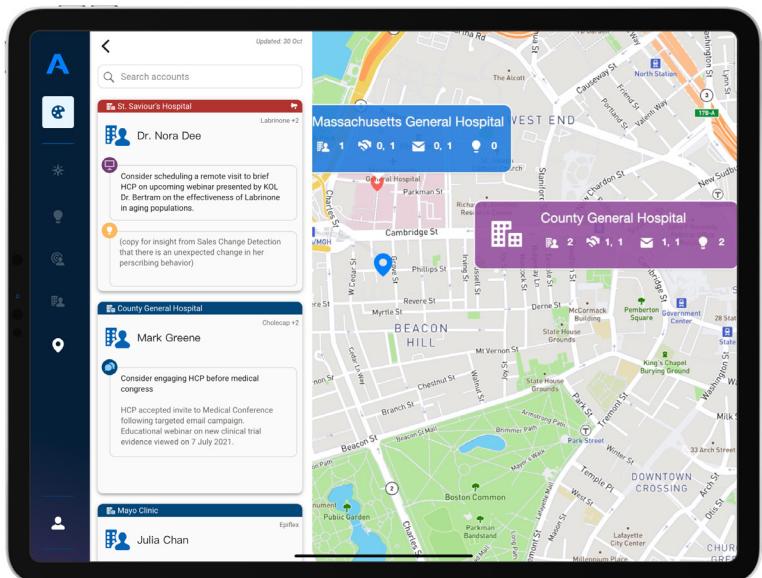
Commercial Team Empowerment

Connect your entire commercial team with shared visibility and AI-driven guidance

Aktana Commercial Team Empowerment is a collection of end-to-end, cross-team resource and execution management tools developed specifically for life science teams, including brand leads, marketers, district managers, sales reps and medical science liaisons (MSLs).

Sales Team TotalView

Aktana's dedicated sales team UI delivers an advanced suggestions workflow for better context and control. Equip sales with context-enriched Next Best Actions, visibility into past and planned cross-channel engagement with each HCP, and the ability to provide input into HQ marketing activity—all from one place.



Mirror real workflows

More accurately reflect the rep workflow of account prioritization first, channel selection second

Support hybrid reps

Provide the history of interactions across all channels to provide intuitive account context

Visualize call plans

See suggestions on a map to facilitate channel selection (in conjunction with route planning)

Aktana's AI-powered mobile interface provides a comprehensive view of account performance and personalized recommendations. Key features include:

- Account Overview:** Shows HCP account details (Nora Dee M.D.), St. Saviour's Hospital, Tier 1, and MEMORY.
- Channel Engagement:** Displays 85% email open rate, 1m F2F duration, and 23m avg. virtual call duration.
- Prescription Behavior:** Compares TRx volume (Labrinone 87) and Competitor TRx volume (Ambizine 23, Minstain 33, Xanil 62).
- Contextual Intelligence:** Provides insights such as 'Virtual Call Suggestion' (scheduling a remote visit to brief HCP on an upcoming webinar) and 'Call Objective Suggestion' (key talking points from the webinar).

Rep Engagement AI

Aktana also gives teams the option to integrate Next Best Action recommendations into their CRM's existing workflow for a seamless user experience. To maximize engagement and adoption, Aktana's AI continuously fine-tunes and prioritizes dynamic recommendations based on rep preference and availability.



Understand the "why"

Give users enough context to follow recommendations with prioritized and synthesized calls to action



Access context quickly

Include the history of interactions across all channels to provide intuitive account context



Work smarter

Schedule visits and send rep-triggered emails with one click thanks to seamless integration with the rep's calendar and email

AKTANA
District Manager

Palette
U.S.

The District Manager Insights dashboard provides a detailed look at team engagement with AI-generated suggestions:

Week	Unique Suggestions	Accepted/Complete (%)	Accepted/Incomplete (%)	Dismissed (%)	No Action (%)	No Sync (%)
Week 1	202	~75	~25	~5	~10	~10
Week 2	178	~55	~40	~5	~10	~10
Week 3	214	~55	~40	~5	~10	~10
Week 4	205	~75	~25	~5	~10	~10

District Manager Insights

With real-time access to key metrics for their teams, Aktana gives district managers a full view of how reps are engaging with NBA recommendations, making it easy to discover performance drivers, identify coaching opportunities, and keep commercial teams in sync.



Analyze rep activity cycles

Equip DMs with the visibility to understand rep engagement trends by product, channel, and week/month



Identify coaching opportunities

Receive alerts about suggestion engagement to identify coaching opportunities for individual reps or the entire team



Access via existing workflows

Access DM Insights through your CRM or Aktana's online portal on iPad, laptop and mobile

Configurable Reporting Tools

Monitor user engagement, measure impact and identify opportunities for strategy improvement with a suite of reporting tools tailored to your unique set of KPIs.



Deliver executive oversight

Unlock valuable insight into the workings of brand strategies, from idea to execution

Open lines of communication

Capture real-time feedback from reps and review what's happening in the field

Access real-time insights

Give teams the visibility to monitor and adjust strategies and tactics for optimal effectiveness

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