Taking Down ENDPOINT

By: Group 1

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TEKIER

MARKETING CONSULTANTS TEAM

We bridge the gap between creative brand strategy and deep technical execution. By combining advanced analytics, LLM technology, and human insight. We engineer smarter marketing that drives measurable growth.

CREATIVE & BRAND STRATEGY

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ALMAC GROUP

Who are they?

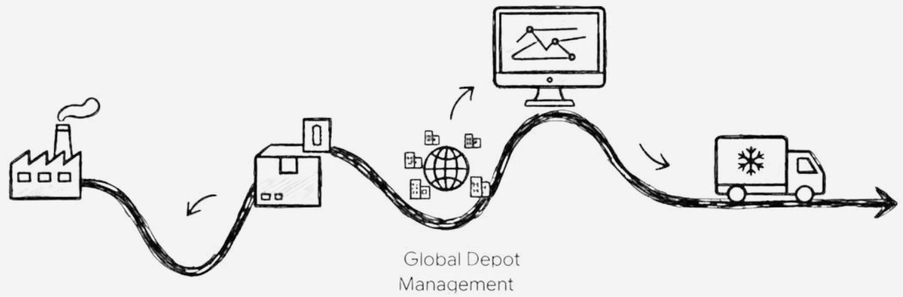
- Global clinical trial solutions company (IRT, packaging, labeling, distribution)
- Known for end-to-end clinical supply chain management
- Originally founded in 1968; officially established as Almac Group in 2002 following the merge other healthcare groups

Where are they in the IRT space?

- Long-standing, reliable partner; not positioned as the most modern tech leader

What are they doing?

- Industry events - services and distribution capabilies
- Though leadership – supply chain effciency



4G CLINICAL

Who are they?

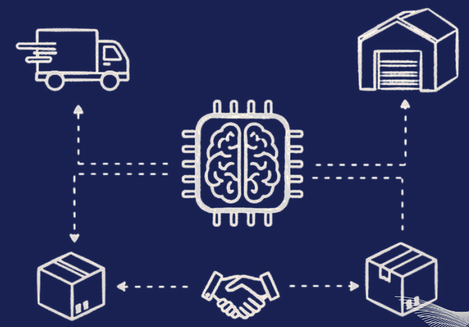
- Specialized RTSM/IRT company focused on complex trials
- Known for modern, *predictive* RTSM powered by NLP tech, and flexible trial solutions
- Founded in 2015; no major public acquisitions reported

Where are they in the IRT space?

- Newer, tech-forward competitor with 1,000+ trials tested and supported, but they lack awareness

What are they doing?

- Podcasts + thought leadership
- Global expansion backed by acquisition
- Regular presence at industry events



Strategy

Strategy:
ALMAC GROUP

Endpoint’s Pain Point

Endpoint is a RTSM vendor with no integrated supply chain, forcing sponsors to manage multiple vendors and increasing complexity.

The Strategy

We plan to partner with 4G Clinical to combine Almac’s global supply expertise with modern RTSM and NLP technology. This positions Almac as the single-vendor alternative to Endpoint, reducing risk, handoffs, and delays for sponsors.

How Will Almac Achieve Success?

Almac succeeds by showing they’re the full-service “one vendor” end-to-end solution, strengthened by 4G’s niche RTSM. They’ll use AI for smarter supply planning, keywords like “end-to-end,” and promote these capabilities at Clinical Trial Forum Europe, Pharma IQ, and JP Morgan.

Strategy:
4G CLINICAL

Endpoint’s Pain Point

Endpoint relies on slow, complex internal workflows and untested AI processes, which lead to more money spent and longer timelines for sponsors.

The Strategy

Our strategy is to reposition 4G Clinical as the NLP-driven RTSM specialist that simplifies trials with fewer steps, fewer failures, and faster execution.

How Will 4G Achieve Success?

4G succeeds by showing how its preventative NLP tech cuts setup time and prevents errors. They’ll promote these wins at DIA, OCT SoCal, and ASCO with demos and real trial examples that compare directly against Endpoint’s reactive model. Additionally use keywords like “NLP.”

Why Does Our Strategy Stand Out?

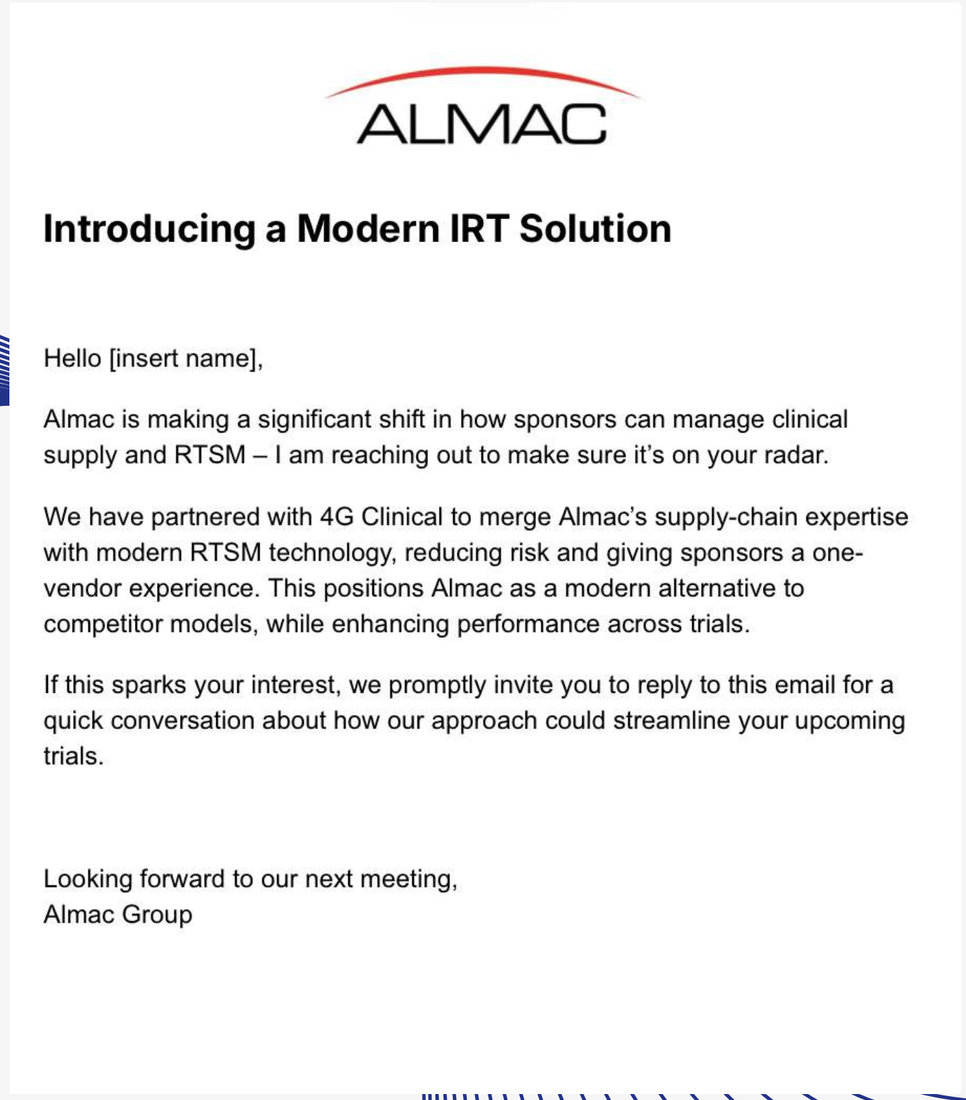
Our strategy outperforms Endpoint because it gives sponsors what they actually need:

- **Speed** from 4G's *preventative* NLP technology
- **Simplicity** from Almac's unified supply + RTSM model
- **Reliability** with fewer steps and fewer failures
- **Clarity** through smoother communication and faster changes

Together, these save sponsors time, money, and stress … making our approach the clear choice.

Consumer Journey:

Almac Group Email #1 - Awareness



ALMAC

Introducing a Modern IRT Solution

Hello [insert name],

Almac is making a significant shift in how sponsors can manage clinical supply and RTSM – I am reaching out to make sure it's on your radar.

We have partnered with 4G Clinical to merge Almac's supply-chain expertise with modern RTSM technology, reducing risk and giving sponsors a one-vendor experience. This positions Almac as a modern alternative to competitor models, while enhancing performance across trials.

If this sparks your interest, we promptly invite you to reply to this email for a quick conversation about how our approach could streamline your upcoming trials.

Looking forward to our next meeting,
Almac Group

- This awareness email introduces Almac as a modern clinical supply partner, and uses the 4G partnership to improve brand perception.
- It positions Almac as a low-risk alternative to multi-vendor approaches with tech credibility.
- The goal is to reset perceptions of Almac as a modern rather than traditional partner.

4G Clinical Email #1 – *Awareness*

Modern RTSM Built for Complex Trials

Hello [insert name],

Many sponsors are revamping their RTSM partners for adaptive and seamless alternatives. I am reaching out to ensure that you know about 4G Clinical's new streamlined experience.

While competitor RTSM approaches often creates additional workflows, it is important to note that 4G Clinical's controlled service model is built to remove this extra complexity.

If you are exploring ways to simplify execution, please reply to this email, and I will share what this could look like for your team.

Thank you for your consideration,
4G Clinical

- 4G Clinical is introduced through this awareness email as a tech-driven partner.
- They are differentiated as a smarter and simpler alternative compared to competitors.
- The goal is to present 4G Clinical as the category leader in speed and efficiency.

CRUSHING ENDPOINT: ALMAC'S ONE-VENDOR OFFENSIVE (INTEREST SOCIAL POST)

CONTENT FOCUS	TALKING POINTS
Target Persona	Head of Clinical Operations / Supply Chain Leads (Focus: Risk Reduction & Reliability)
Competitive Visual	MULTI-VENDOR RISK: ENDPOINT CLINICAL TRIALS + OTHERS
Core Insight	ENDPOINT'S PAIN POINT: Juggling multiple vendors creates friction
Strategic Goal	SHIFT ALMAC'S POSITIONING from a traditional provider to a modern end-to-end partner

Almac Email #3 - Success Story (Consideration)

How a Team Cut Trial Delays by Integrating Modern RTSM

Hello [insert name],

I wanted to share a recent example of how clinical study teams are reducing risk and accelerating execution by merging their operations with modern RTSM.

A Phase III group approached us after facing delays caused by slow RTSM updates and repeated handoffs between supply and technology partners. These disconnects increased the likelihood of operational risks and compliance issues.

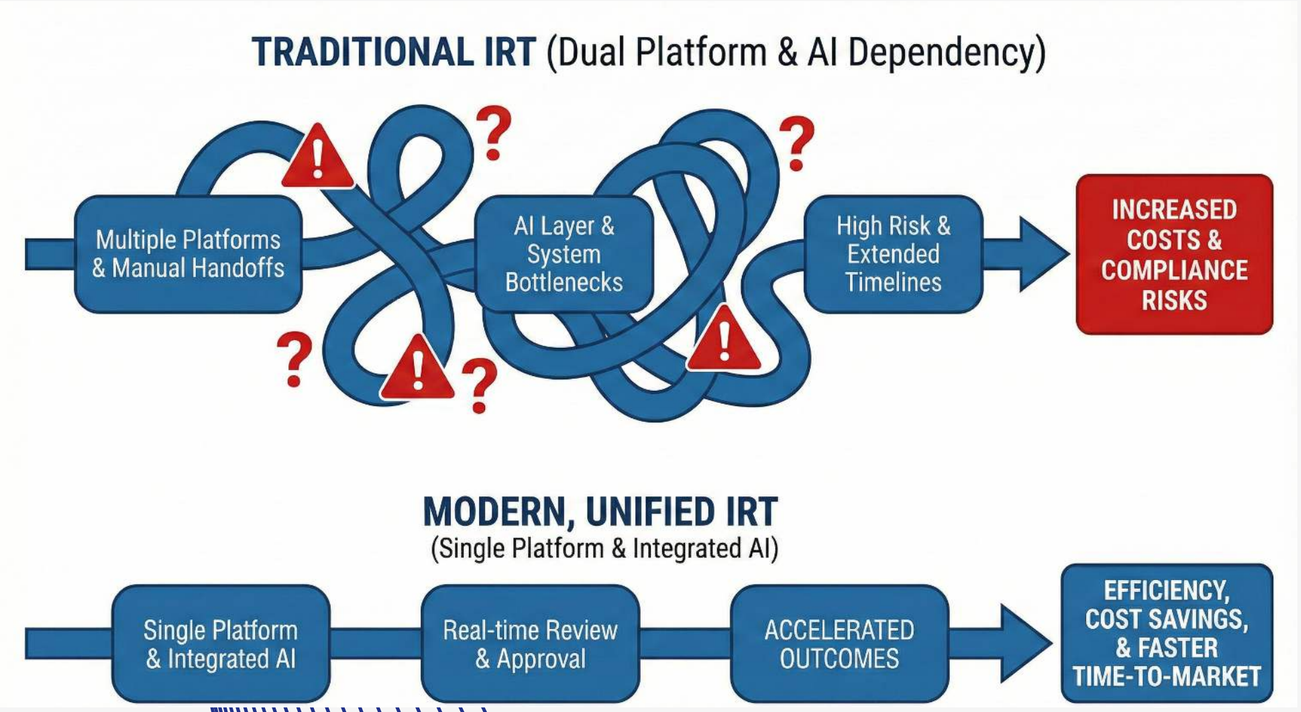
By leveraging Almac's supply chain infrastructure combined with 4G Clinical's modern RTSM, they were able to replace three separate vendors with one integrated workflow, which streamlined operations and gave the team quicker system updates.

If you would like to see what this could look like for your clinical study team, I invite you to respond to this email to learn more.

I look forward to speaking more,
Almac Group

- Email will be sent out to people who signed up to learn more at Almac's events.
- Success story highlights Almac's ability to resolve the pain points that clinical teams are facing.
- The merge between Almac and 4G Clinical is showcased through modern RTSM and streamlined processes.
- This email can move prospects from the awareness to consideration stage as credibility is proven through measurable results rather than marketing claims.

4G Clinical Strategy: The Agility Offensive (Consideration Post)



CONTENT FOCUS	TALKING POINTS
Positioning	Reposition 4G Clinical as the specialist that delivers fewer steps, fewer failures, and faster outcomes.
Competitive Attack	Directly attack Endpoint's dual-platform and AI-heavy process which creates risk, slowdowns, and concerns for sponsors
Visual Message	"Traditional IRT: Dual Platforms + AI Dependence → Higher Costs & Compliance Risk" vs a clean "Modern Unified IRT → Lower Costs, Less Risk, Faster to Market."
Core Goal	Present 4G Clinical as the category leader in speed and efficiency

4G Clinical Email #3 - Competitive Replacement (Consideration)

A Faster, Simpler RTSM Alternative to Competitors

Hello [insert name],

Many clinical teams are finding that their current RTSM providers add workflow steps, extend timelines, and exhibit system errors are slowing down their study executions.

4G Clinical offers a direct alternative. We are built to reduce this complexity by delivering fewer steps, fewer failures, and dramatically faster turnaround through predictive technology.

Partners who transition to 4G Clinical will experience agility with setup time and operational control, resulting in measurable time reduction. This is why we are increasingly recognized as a category leader for speed, flexibility, and quality outcomes.

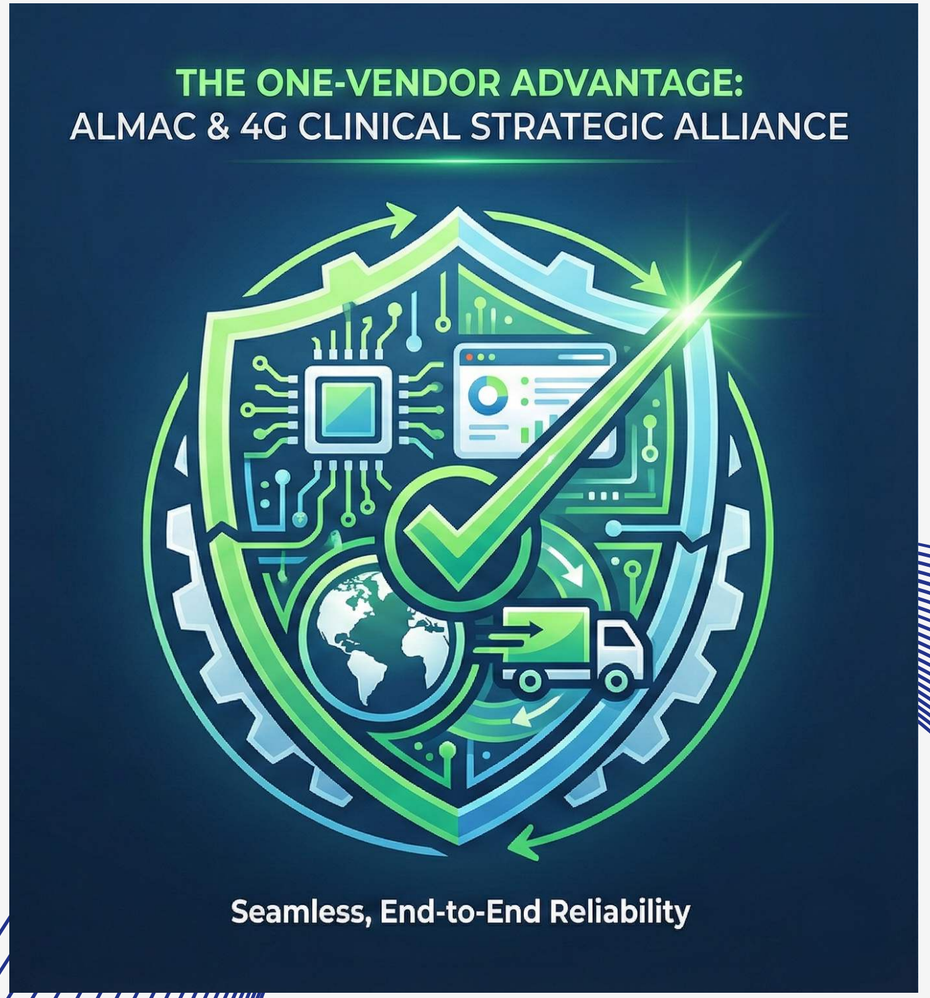
If you are questioning the reliability or efficiency of your current RTSM provider, I'd be happy to walk through what the transition to 4G Clinical would look like.

Sincerely,
4G Clinical

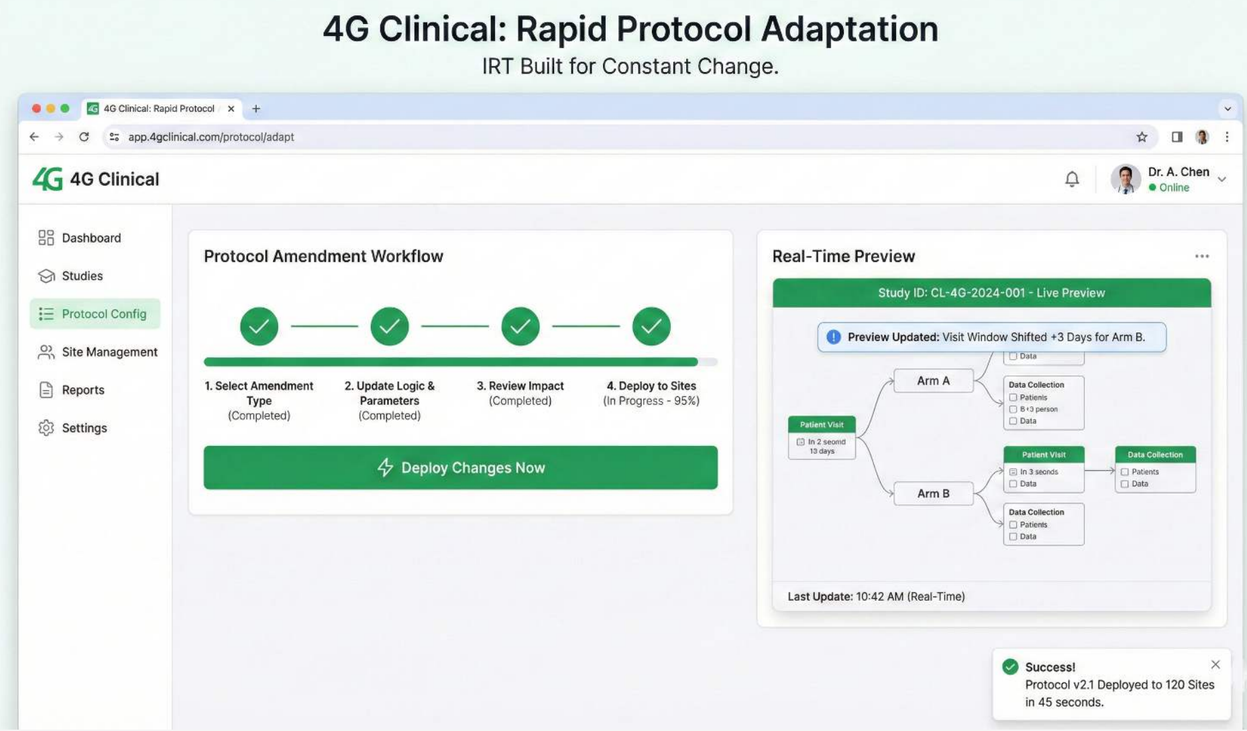
- It will be sent out to people who signed up to learn more at 4G's events.
- 4G Clinical is directly compared to competitors, such as Endpoint, which allows emphasis of specific differentiators that make it a category leader.
- Assuming readers are familiar with RTSM, it pushes the audience to evaluate their provider options.
- By outlining solutions to the given pain points, this email paints 4G Clinical to be better than current or potential options.

THE ONE-VENDOR ADVANTAGE: SEAMLESS END-TO-END EXECUTION (CONVERSION SOCIAL POST)

CONTENT FOCUS	TALKING POINTS
Visual Focus	THE ONE-VENDOR ADVANTAGE: ALMAC & 4G CLINICAL STRATEGIC ALLIANCE
Channel Strategy	LinkedIn Sponsored Content & Retargeting Display
Core Asset Messaging	Message: Stop Juggling Vendors. CTA: Download the Integrated IRT Case Study.
Key Performance Metrics (KPIs)	We prioritize metrics that measure content relevance: CTOR. MQL→SQL→Opportunities. ROI & ROAS

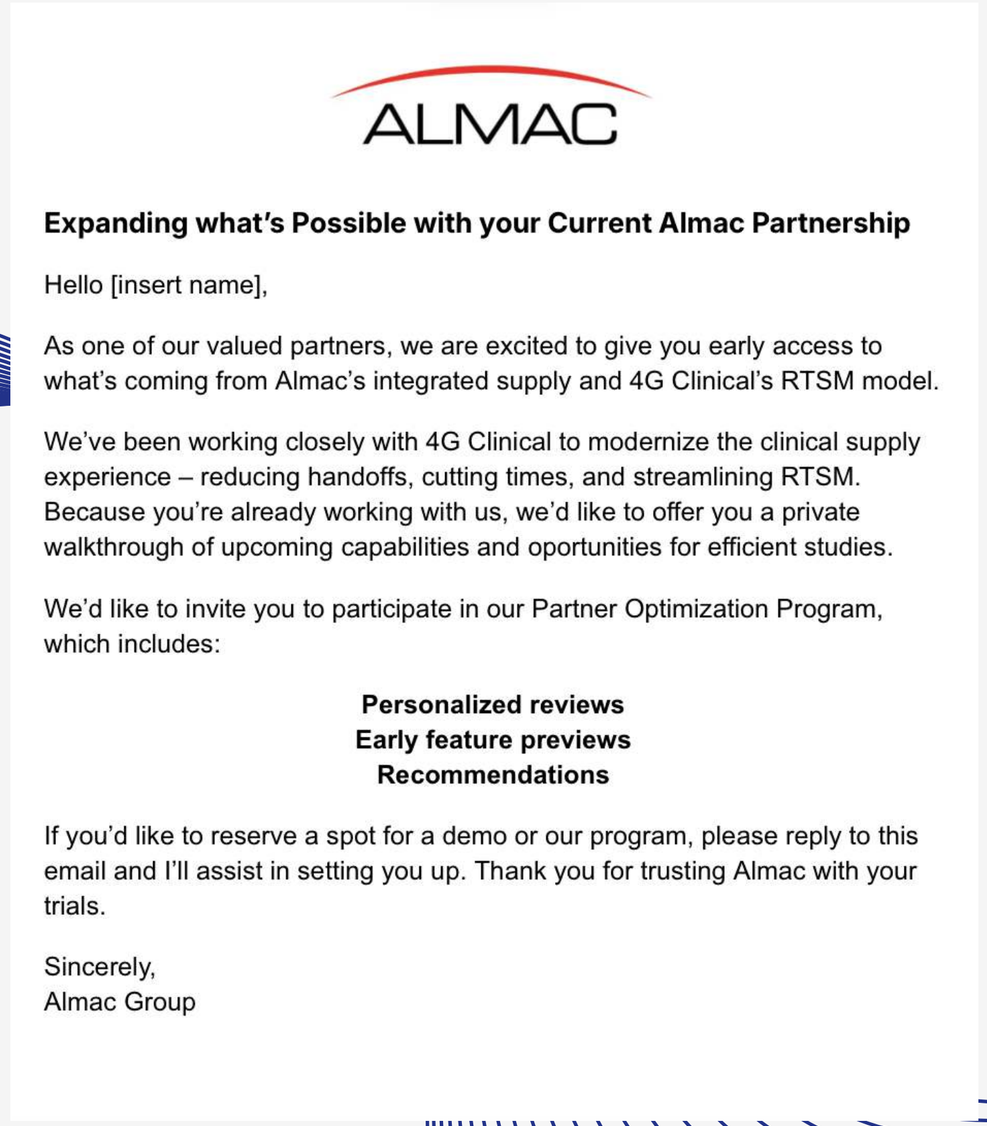


4G Clinical Execution & Measurement (CONVERSION POST)



CONTENT FOCUS	TALKING POINTS
LinkedIn Sponsored Content	Focus on 4G being "Built for Constant Change" rather than legacy systems that slow down protocol amendments
High-Fidelity UI/Display Visual	Prove Rapid Protocol Adaptation and seamless mid-study changes.
Display Retargeting Banner	Drive immediate action by reinforcing the agility claim to interested prospects
KPIs	MQLs (Qualified Leads) → SQLs (Sales Acceptance) → Opportunities (Revenue Conversion)

Almac Group Email #3 - Retention Campaign (Loyalty)



ALMAC

Expanding what's Possible with your Current Almac Partnership

Hello [insert name],

As one of our valued partners, we are excited to give you early access to what's coming from Almac's integrated supply and 4G Clinical's RTSM model.

We've been working closely with 4G Clinical to modernize the clinical supply experience – reducing handoffs, cutting times, and streamlining RTSM. Because you're already working with us, we'd like to offer you a private walkthrough of upcoming capabilities and oportunities for efficient studies.

We'd like to invite you to participate in our Partner Optimization Program, which includes:

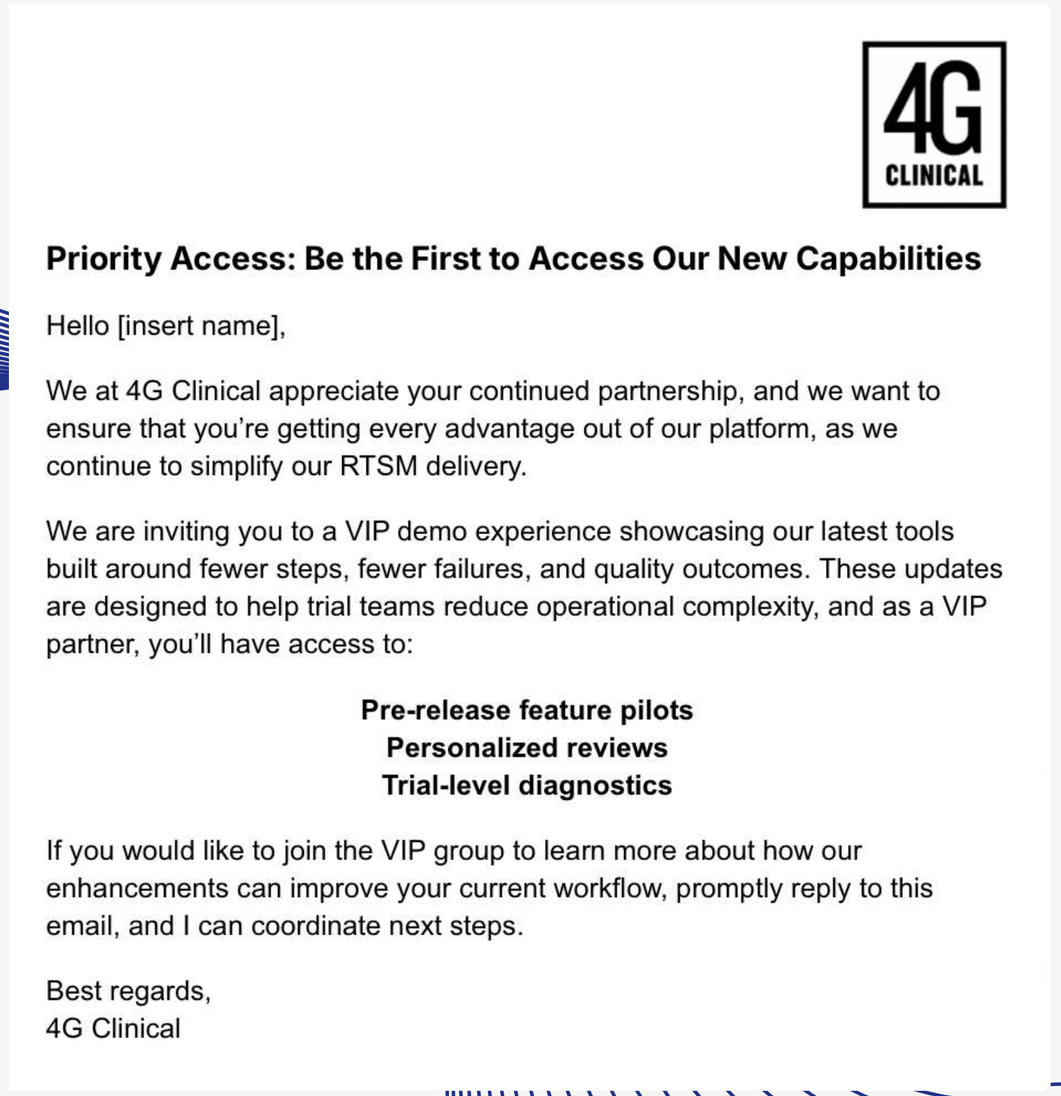
Personalized reviews
Early feature previews
Recommendations

If you'd like to reserve a spot for a demo or our program, please reply to this email and I'll assist in setting you up. Thank you for trusting Almac with your trials.

Sincerely,
Almac Group

- Following a conversion, it is necessary to nurture the relationship for future business, so this email offers a CTA for exclusive perks for those who have decided to partner with Almac.
- A free demo and membership to a partnership program are included, which reinforces value and encourages retention and deeper partnership.

4G Clinical Email #3 - Retention Campaign (Loyalty)



Priority Access: Be the First to Access Our New Capabilities

Hello [insert name],

We at 4G Clinical appreciate your continued partnership, and we want to ensure that you're getting every advantage out of our platform, as we continue to simplify our RTSM delivery.

We are inviting you to a VIP demo experience showcasing our latest tools built around fewer steps, fewer failures, and quality outcomes. These updates are designed to help trial teams reduce operational complexity, and as a VIP partner, you'll have access to:

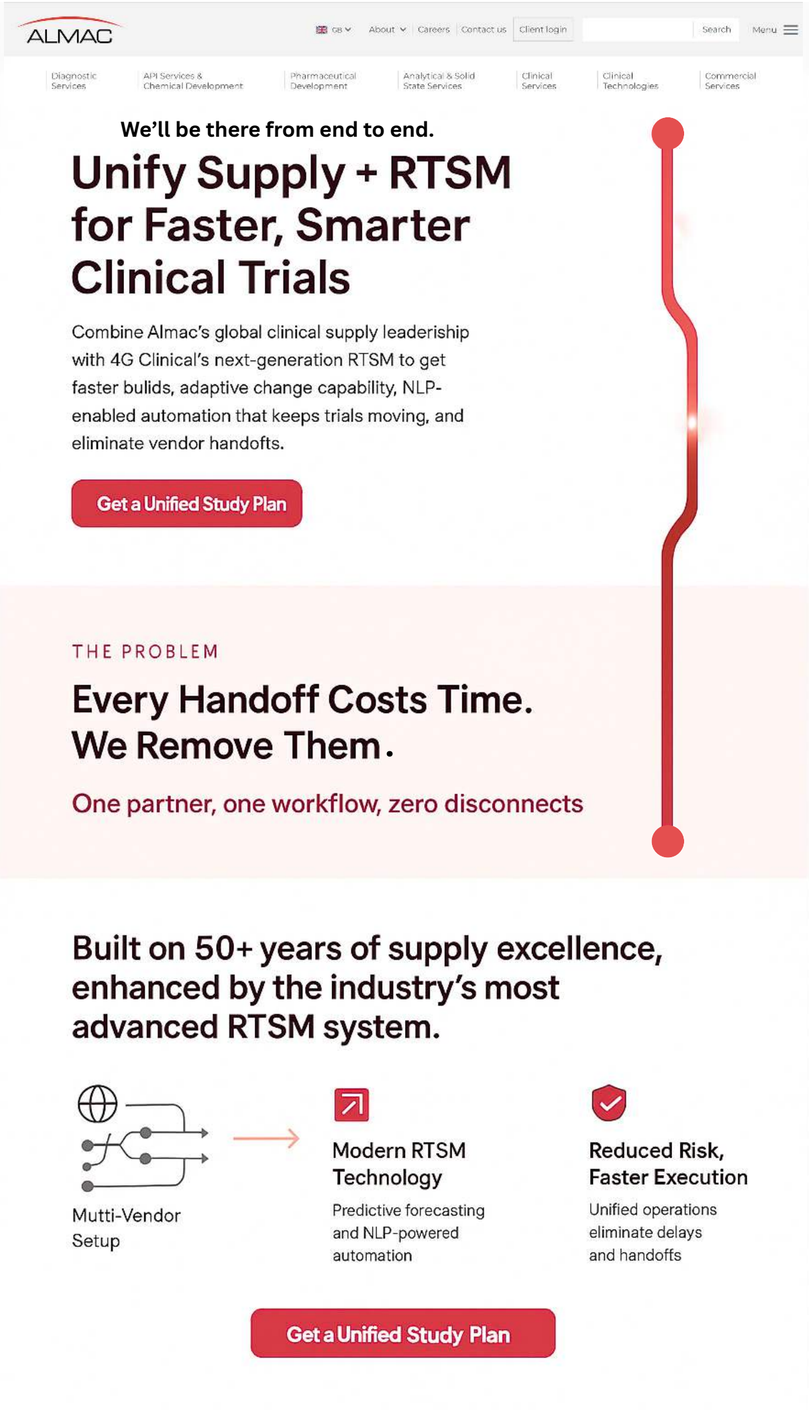
Pre-release feature pilots
Personalized reviews
Trial-level diagnostics

If you would like to join the VIP group to learn more about how our enhancements can improve your current workflow, promptly reply to this email, and I can coordinate next steps.

Best regards,
4G Clinical

- Offering VIP access to a feature demo is a huge perk coming from a category leader, and 4G Clinical is happy to invite their partners to join as that can increase retention rate.
- This can stimulate positive word-of-mouth from current trial groups as this exclusive access reinforces 4G's ability to nurture ongoing relationships.

Creative/Brand



LANDING PAGES

ALMAC

Positioning: modern end-to-end solution provider

Initial message: partnership with 4G Clinical will streamline workflow

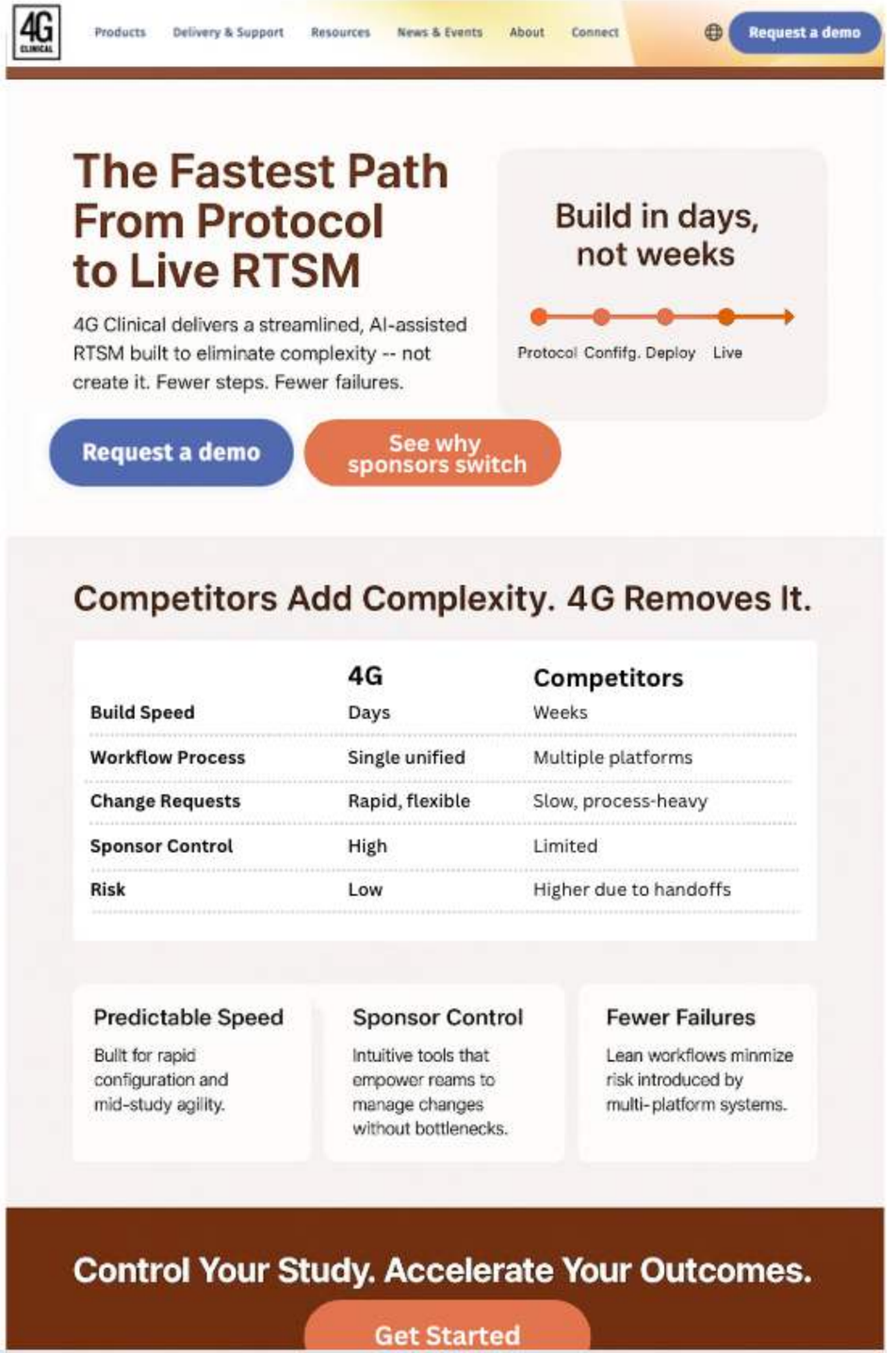
One narrative: integration **reduces risk**

LANDING PAGES

Positioning: 4G is a tech forward specialist

Initial message: technology that allows unmatched speed and cohesivity

Message reinforcements: **predictable** speed, sponsor **control**, and **fewer failures**



Landing Page Alt Text

NEW AND IMPROVED ALT TEXT

4G Clinical
https://www.4gclinical.com

4G Clinical: RTSM and Supply Optimization

4G Clinical RTSM solution using Natural language processing to accelerate study builds, simplify workflows, reduce failures, and compare rapid, unified performance against traditional RTSM providers

- **Careers**
  At 4G Clinical, we thrive on challenging the norm and ...
- **Leadership Team**
  We are RTSM pioneers determined to make a difference ...
- **Our Purpose**
  4G Clinical is driven by a single purpose: bringing crucial ...
- **Prancer RTSM**
  Advanced study continuity support. 4G Clinical uses Kubernetes ...
- **Contact Us**
  Contact us to learn more about our modern, flexible and validated ...

More results from 4gclinical.com »

Almac
https://www.almacgroup.com

Almac: Partnering to Advance Human Health

Almac Group End-to-End clinical trial supply and RTSM solution emphasizing unified workflows, reduced handoffs, and advanced technology supporting faster, smarter clinical trials...

- **Careers**
  Please note: The Almac Talent Acquisition team will only ever ...
- **Our Locations**
  Almac Headquarters. Global Headquarters. Almac Group 20 ...
- **About Us**
  Almac Group is a global leader in providing a range of expert ...
- **Contact Us**
  You can send an email to info@almacgroup.com. Every email ...
- **Client Login**
  The Almac Gateway provides access to many of the online ...

More results from almacgroup.com »

SEO/SEM/LLM

SEO KEYWORDS WE WANT TO RUN

4G Clinical

Keyword	Overview	Problem	Solution
Natural Language Processing (NLP)	WE CHOSE NLP AS THE KEYWORD BECAUSE IT REPRESENTS A CORE FEATURE OF 4G CLINICAL'S TECHNOLOGY, YET THEY CURRENTLY HAVE NO SEO VISIBILITY FOR IT, MAKING IT A MAJOR OPPORTUNITY FOR IMPROVEMENT.	4G HAS NO SEO VISIBILITY FOR NLP BECAUSE THEIR WEBSITE BARELY MENTIONS NLP, HAS NO NLP-FOCUSED PAGES OR CONTENT, AND DOESN'T TARGET ANY NLP-RELATED SEARCH TERMS THAT GOOGLE CAN RANK	4G CAN FIX THIS BY ADDING NLP-FOCUSED PAGES AND CONTENT SO GOOGLE CAN FINALLY RECOGNIZE AND RANK THEM FOR NLP-RELATED SEARCHES.

SEO KEYWORDS WE WANT TO RUN

Almac Group

Keyword	Overview	Problem	Solution
End-To-End	WE CHOSE "END-TO-END" BECAUSE IT ACCURATELY REFLECTS ALMAC'S BROAD SERVICE OFFERING AND MATCHES WHAT POTENTIAL CLIENTS SEARCH FOR WHEN LOOKING FOR A FULL-SERVICE CLINICAL TRIAL PARTNER.	EVEN THOUGH ALMAC USES THE PHRASE "END-TO-END" ACROSS SEVERAL PAGES, THEY STILL DON'T RANK WELL FOR IT, MEANING GOOGLE ISN'T RECOGNIZING THEM AS A TOP END-TO-END CLINICAL TRIAL PROVIDER.	ALMAC CAN RAISE THEIR RANKING BY OPTIMIZING KEY PAGES, STRENGTHENING METADATA, AND ADDING FOCUSED CONTENT THAT HIGHLIGHTS THEIR END-TO-END CAPABILITIES.

Analytics

SEMRUSH
ALMAC

• DATA REFLECTS THE MONTH OF SEPT 2025

TRAFFIC OVERVIEW

	Endpoint	Almac
Organic	735	**12,100**
Direct	**73,400**	44,900
Referral	1,300	**7,300**
SEM	0	**1,300**
Social	0	**249**
Monthly traffic	**76,300**	72,900
Unique visitors	**10,400**	48,900
Monthly growth	**42.04%**	5.92%

- Greatest traffic source is direct
- Lowest traffic source is paid social
- Greater organic and referral traffic than Endpoint

- Good, comparable traffic
- Lots of interest but poor growth

ENGAGEMENT METRICS

	Endpoint	Almac
visit duration	00:04:32	00:06:33
pages/visit	29.18	3.31
bounce rate	3.38%	48.94%

Our engagement metrics show that we have a solid visit duration that outperforms Endpoint, however we have low pages/visit and a very high bounce rate.

This could be a result of:

- poor landing page
- slow site performance
- lack of CTA, hero image, video...
- content does not resonate
- confusing content

SEPT 2025

Keywords	Traffic	Traffic Cost
17 70.0%	505 150.0%	$567 239.5%

Paid Search Positions 17 — Manage columns 15/17

Ad	Keyword	Pos.	Diff.	Block	Volume	CPC	URL	Traffic	Traffic %
ad	almac	1	new		2,900	1.39	www.almacgroup.com/clinical-tech...	136	26.93
ad	almac	1	new		2,900	0.59	www.almacgroup.com/analytical-s...	136	26.93
ad	almac group	1	new		1,000	0.34	www.almacgroup.com/clinical-tech...	47	9.3
ad	almac group	1	new		1,000	1.23	www.almacgroup.com/analytical-s...	47	9.3
ad	almac	2	new		2,900	1.39	www.almacgroup.com/clinical-tech...	37	7.32
ad	almac	2	new		2,900	0.59	www.almacgroup.com/analytical-s...	37	7.32
ad	almac clinical services	1	new		320	4.40	www.almacgroup.com/clinical-tech...	15	2.97
ad	almac group	2	new		1,000	0.34	www.almacgroup.com/clinical-tech...	13	2.57
ad	almac group	2	new		1,000	1.23	www.almacgroup.com/analytical-s...	13	2.57
ad	almac group	3	new		1,000	1.23	www.almacgroup.com/analytical-s...	9	1.78
ad	almac durham	1	new		110	2.44	www.almacgroup.com/clinical-tech...	5	0.99
ad	almac clinical services	2	new		320	4.40	www.almacgroup.com/clinical-tech...	4	0.79
ad	axplora	2	new		260	6.44	www.almacgroup.com/api-chemica...	3	0.59
ad	almac clinical services	3	new		320	4.40	www.almacgroup.com/clinical-tech...	2	0.39
ad	almac durham	2	new		110	2.44	www.almacgroup.com/clinical-tech...	1	0.19
ad	patheon api manufacturing inc	4	new		50	0.00	www.almacgroup.com/api-chemica...	0	0

Traffic cost: $567
Trafffic: 505

Top paid keywords

- **“almac”**
  - one for clinical and one for analytical landing page
  - brought in 26.93% of traffic with volume of 2,900 and CPC of $1.39
- **“almac group”**
  - one for clinical and one for analytical landing page
  - brought in 9.3% traffic with volume of 1,000 and lower CPC of $0.34 and $1.23
- **“almac clinical service”**
  - highest CPC, brought in volume of 320 with only 0.79% of traffic

CURRENT

Keywords	Traffic	Traffic Cost
12 9.1%	31 -77.7%	$84 -83.4%

Paid Search Positions 12 — Manage columns 15/17 — Export

Ad	Keyword	Pos.	Diff.	Block	Volume	CPC	URL	Traffic	Traffic %
ad	pharmaceutical companies near me	5 → 5	0		4,400	2.09	www.almacgroup.com/clinical-serv...	22	70.96
ad	curascript sd specialty distribution	1 → 1	0		70	6.54	www.almacgroup.com/clinical-serv...	3	9.67
ad	clinical storage and distribution	1 → 1	0		50	0.00	www.almacgroup.com/clinical-serv...	2	6.45
ad	ivd assay development	2 → 2	0		170	9.44	www.almacgroup.com/diagnostics/...	2	6.45
ad	almac pharmaceuticals	1 → 1	0		30	2.77	www.almacgroup.com/pharmaceuti...	1	3.22
ad	hamilton pharmaceuticals	1 → 1	0		40	0.00	www.almacgroup.com/clinical-serv...	1	3.22
ad	myonex horsham pa	2 → 2	0		30	3.22	www.almacgroup.com/clinical-serv...	0	0
ad	clinical trial material manufacturing	6 → 6	0		90	0.00	www.almacgroup.com/clinical-serv...	0	0
ad	small pharmaceutical companies near ...	3 → 3	0		50	1.89	www.almacgroup.com/analytical-s...	0	0
ad	clinicalstudies	7 → 7	0		40	4.48	www.almacgroup.com/clinical-serv...	0	0
ad	medical production companies	20 → 20	0		70	3.27	www.almacgroup.com/clinical-serv...	0	0
ad	clinical tria	12 → 12	0		170	0.00	www.almacgroup.com/clinical-serv...	0	

Traffic cost: $84
Traffic: 31

Top paid keywords

- **“pharmaceutical companies near me”**
  - bringing in the most amount of volume of 4,400 and but low traffic conversion of only 22 traffic for CPC of $2.09
  - popular search but too broad

- **“curascript sd specialty distribution”**
  - second largest traffic (but it is low) and low volume with the second highest cost of $6.54; may be worth discarding or tweak wording

- **“ivd assay development”**
  - second largest volume, low traffic, highest cost
  - discard or tweak wording

SEMRUSH
4G

- DATA REFLECTS THE MONTH OF SEPT 2025

TRAFFIC OVERVIEW

	Endpoint	4G
Organic	735	**1**
Direct	**73,400**	10,000
Referral	1,300	**1,900**
SEM	0	0
Social	0	0
Monthly traffic	**76,300**	13,500
Unique visitors	**10,400**	5,300
Monthly growth	**42.04%**	8.45%

- Greatest traffic source is direct
- Lowest traffic source is organic
- SEM and Social not detected
- Greater referral traffic than Endpoint

- Very poor organic traffic
- Poor overall traffic and growth
- Not much interest

ENGAGEMENT METRICS

	Endpoint	4G
visit duration	00:04:32	00:08:39
pages/visit	29.18	4.06
bounce rate	3.38%	42.27%

Our engagement metrics show that we have a great visit duration that outperforms Endpoint, however we have low pages/visit and a very high bounce rate.

This could be a result of:

- poor landing page
- slow site performance
- lack of CTA, hero image, video...
- content does not resonate
- confusing content

SEPT 2025

Traffic cost: $567

Top paid keywords

- **“almac”**
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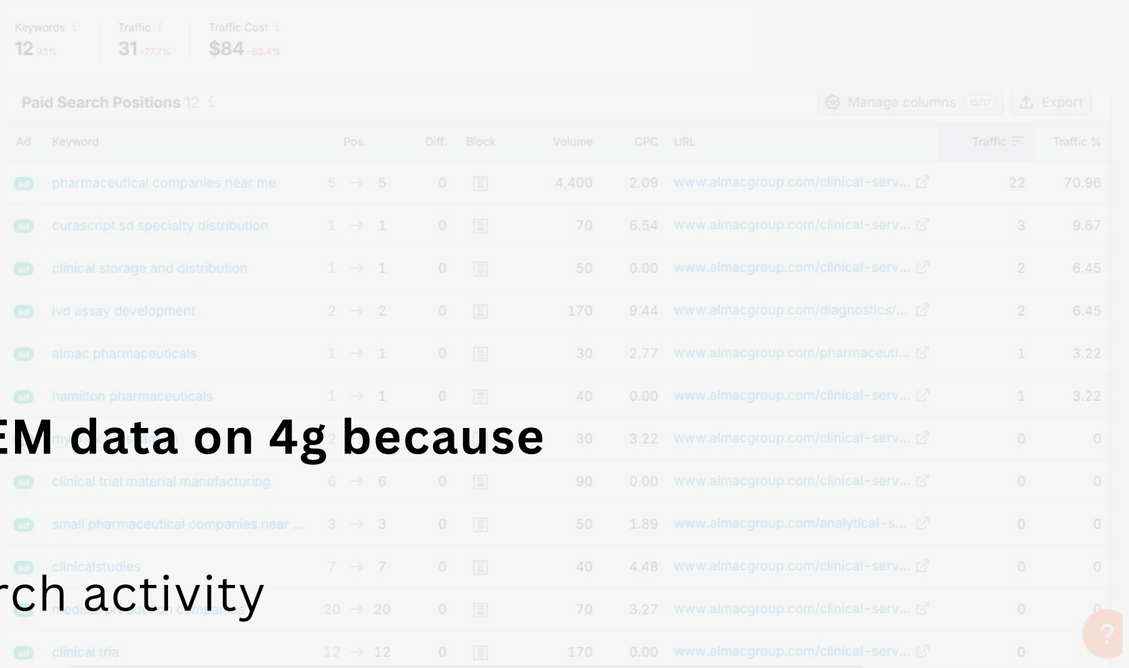
- **“almac clinical service”**
  - highest CPC, brought in volume of 320 with only 0.79% of traffic

CURRENT



Traffic cost: $84

Top paid keywords

- **“pharmaceutical companies near me”**
  - bringing in the most amount of volume of 4,400 and 70.96% traffic for lower CPC of $2.09
  - positioning at 5, invest more of budget on this keyword

- **“curascript sd specialty distribution”**
  - second largest traffic (but it is low) and low volume with the second highest cost of $6.54; may be worth discarding or tweak wording

- **“ivd assay development”**
  - second largest volume, low traffic, highest cost
  - discard or tweak wording

Could not find any SEM data on 4g because

- low-volume
- minimal paid-search activity

ALMAC

STRENGTHS	WEAKNESS
• Best for full-service pharma requiring integrated supply chain • Strong legacy trust • global reach • strong LinkedIn following (75k, compared to EP 25k)	• thousands of indexed pages due to global operations - lots of content • limited visibility in IRT/RTSM SEM • fragmented branding across divisions.

Recommedations:

- Build unified social identity
- Create long-form insights integrating full supply chain + IRT capabilities.
- Promote end-to-end value proposition + tech: one partner for everything (supply, randomization, logistics)

4G

STRENGTHS	WEAKNESS
• innovative/modern messaging • Strong value for agile sponsors and biotech • clear value propositions	• smaller reach • niche-focused • poor SEO and SEM • weak LinkedIn following (12k, compared to EP 25k)

Recommedations:

- Strengthen digital authority with data visualizations, socials, focus on awareness
- Expand SEM into specific sponsor-relevant queries
- Amplify niche expertise in NLP and strength in agility with thought leadership

How AI is Currently Used

Overview: Almac uses AI in both enzyme discovery and clinical-trial operations to help make their drug development and trial-management processes faster and more efficient

Pro: Their use of AI can speed up things like enzyme optimization and trial setup, giving them a more streamlined and end-to-end workflow

Con: Almac talks about using AI in R&D and clinical-data tools, but they don't clearly show that it's being used to improve their supply-chain operations, which makes their approach seem less advanced in that area.

Overview: 4G Clinical uses NLP and machine learning to interpret clinical protocols, making them well-positioned to expand into full LLM-driven automation for RTSM setup and supply optimization.

Pro: 4G Clinical already uses NLP to automatically interpret written clinical trial specifications and convert them into a functional RTSM setup, significantly speeding up and simplifying the study-build process

Con: Because NLP accuracy depends on how clearly and consistently a protocol is written, 4G Clinical's system may still misinterpret unclear sections and require human review.

Upgraded Almac & 4G LLM Strategy to Outperform Endpoint

Why Endpoints is Currently Better:
Endpoint is better because it has a wide, built-in multi-agent AI system that handles everything from study design to supply chain, compliance, and monitoring. It's also fully integrated into their RTSM platform and clearly marketed as advanced AI, making it feel more modern and capable than competitors.

How to Improve:
Almac could beat Endpoint by expanding its AI beyond R&D and using it directly in their clinical supply-chain operations like adding AI tools for forecasting, resupply, and real-time logistics monitoring since that's where Endpoint is strongest and Almac already has the infrastructure but not the AI behind it.

Why Endpoints is Currently Better:
Endpoint is better because it has a wide, built-in multi-agent AI system that handles everything from study design to supply chain, compliance, and monitoring. It's also fully integrated into their RTSM platform and clearly marketed as advanced AI, making it feel more modern and capable than competitors.

How to Improve:
4G Clinical could surpass Endpoint by upgrading their NLP into a full LLM-powered system and building agent-like tools that automate more than just study setup—such as AI-driven supply management, compliance checks, or trial monitoring—essentially turning their strong protocol-reading technology into an end-to-end automation platform.

Why We Win

ENDPOINT'S

END.POINT.

THANK YOU

QUESTIONS?