

Digital Solutions

by Pixels Trade



Made for **SANOFI**

PIXELS



imshealth™
INTELLIGENCE APPLIED.

eContent
Certified

About us

Pixels Trade

PIXELS TRADE SA is a Swiss based recognized technology company developing innovative digital solutions for customers worldwide.

PIXELS TRADE is supporting the pharmaceutical industry with a strong expertise in eADV products, certified by Cegedim.

PIXELS TRADE develops customized products on all mobile and web platforms : iOS, Android, BlackBerry, HTML5, Facebook Applications ...



The team

Together, Everyone Achieves More

A team
of more than **29** experts in
CONCEPTION
DEVELOPMENT
TESTING



Since 2011 **PIXELSTRADE**
explores **the best** of
BUILDING DIGITAL STRATEGIES
MOBILE APPLICATIONS
WEB SOLUTIONS
INNOVATION IN DIGITAL SOLUTIONS



References

Partners profiles

Our philosophy is to focus on users confort, tools ergonomy, ease of integration, without shocking companies processes. Constantly aligning with moving companies goals, ensuring that the tools can evolve in parallel.

We have several success stories demonstrating our proven ability to create smooth integration within existing multinational processes, while at the same time solving issues and creating a unique user experience with top security.



Digital transformation

We are your transformation partner



1 Accompagnement in reflexion

Brainstorming, technology monitoring, competitive market



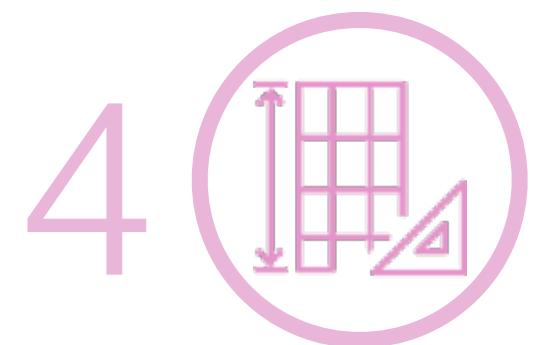
2 Identification of needs

Requirement specifications, list all requirement



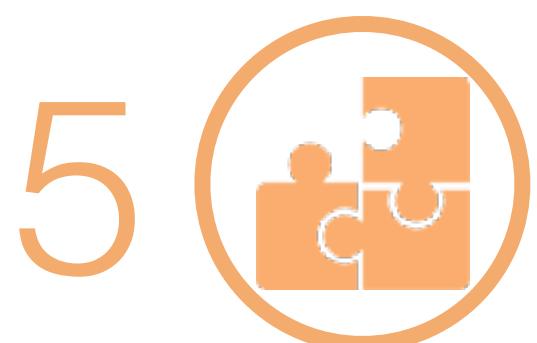
3 Digital Transformation Strategy

Market knowledge, IoT, innovation in concepts



4 Creation of specifications

Redaction of functional and technical specifications



5 Starting a PoC

Select industries / countries for PoC, FUT with customers



6 PoC study and optimization

Adaptation and optimization of the tool, decision to deploy



7 Production of the solution

Technical adaptation and setup of the solutions



8 Industrialization of the solution

Build the industrial deployment of the solution

Awards

We are winning awards



E-Banking award

Pixels Trade Banking Solution

Our e-banking solution has the privilege to be selected as the best solution in North Africa

2016



Cannes Lions d'Or

Innovation in health

The application won the first award in technological innovation in health on behalf of Samsung

2015



PASRI

Selection of Pixels Trade

The application was selected to benefit from the Research and Innovation Systems Support Project, an EU initiative

2015



Africa Telecom People Award

Innovation award

Developed gathering GPS points technology gave us the opportunity to win the first award in Africain territory

2013



Pros D'Or Award

First award

Most innovative mobile application in Health in Tunisia. TunPharma is a web and mobile solution.

2012

EADV Expertise

We continue to gain expertise, but we avoid thinking like experts



EXPERTISE

Pixels Trade is **expert** in realizing high quality digital eADV for your medical delegates



DESIGN

Pixels Trade **designs** and **digitalizes** your content



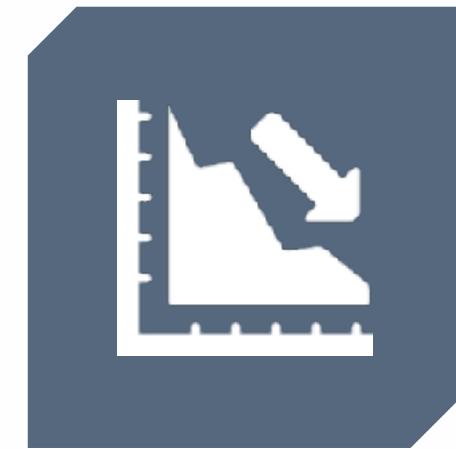
CREATIVITY

Pixels Trade **creates** and assembles your content



FLEXIBILITY

Pixels Trade is **flexible**, we adapt and respond to your needs at any point in the eADV production chain

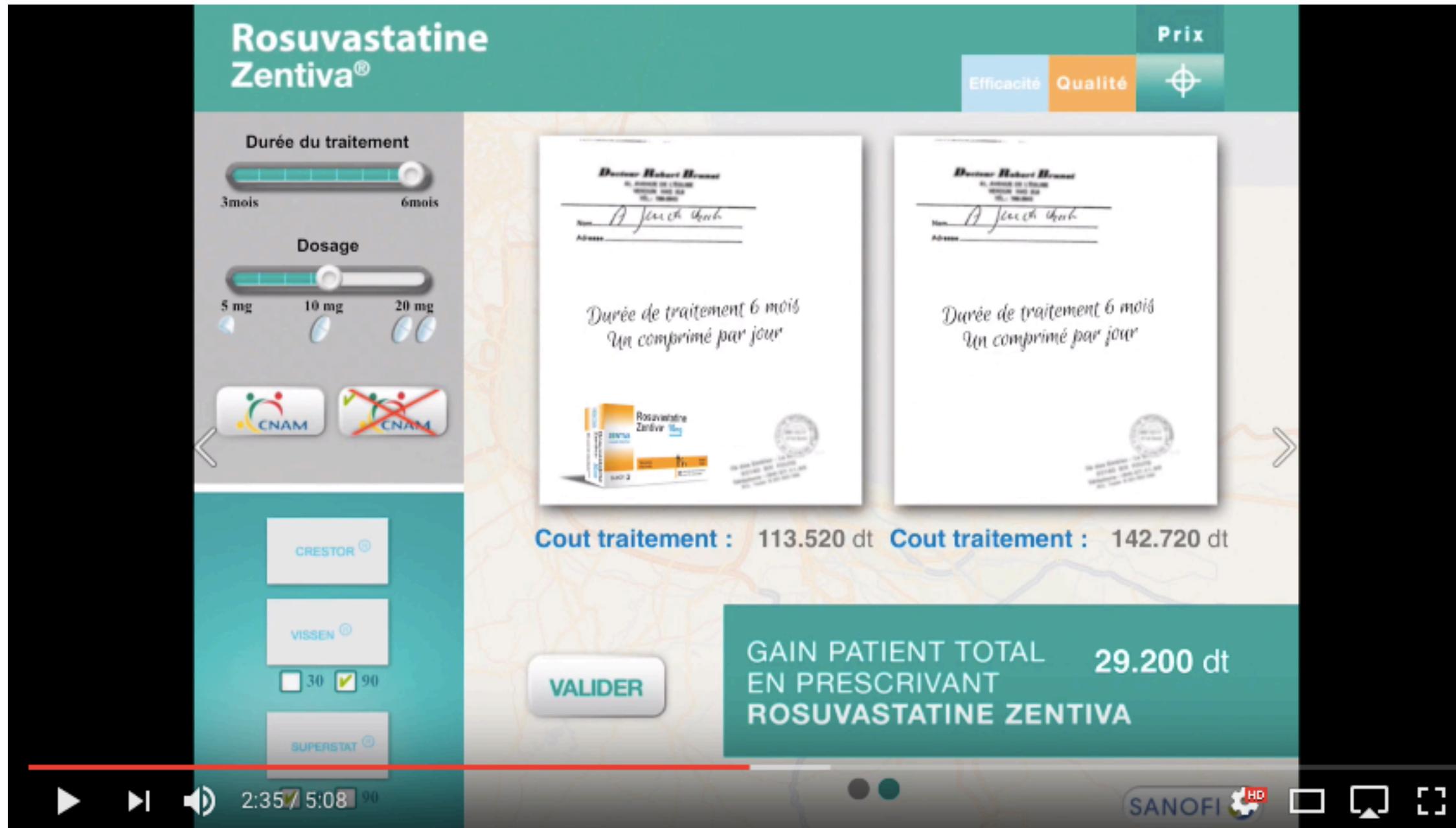


COST REDUCTION

The Pixels Trade eADV output is the best in the industry **quality** standard while capable of significantly **reducing your costs**

EADV Expertise

Works preview, EADV and 3D action mechanism



EADV examples

Reflexion assistance - Concept design - Value proposition design -
User experience - Specific development
Cost calculation/simulation
Zoom
Specific animations



Action mechanism

Scenarios setup - Concept design - Highlight mecanism and value proposition
Molecule design
Close-up and detailed actions



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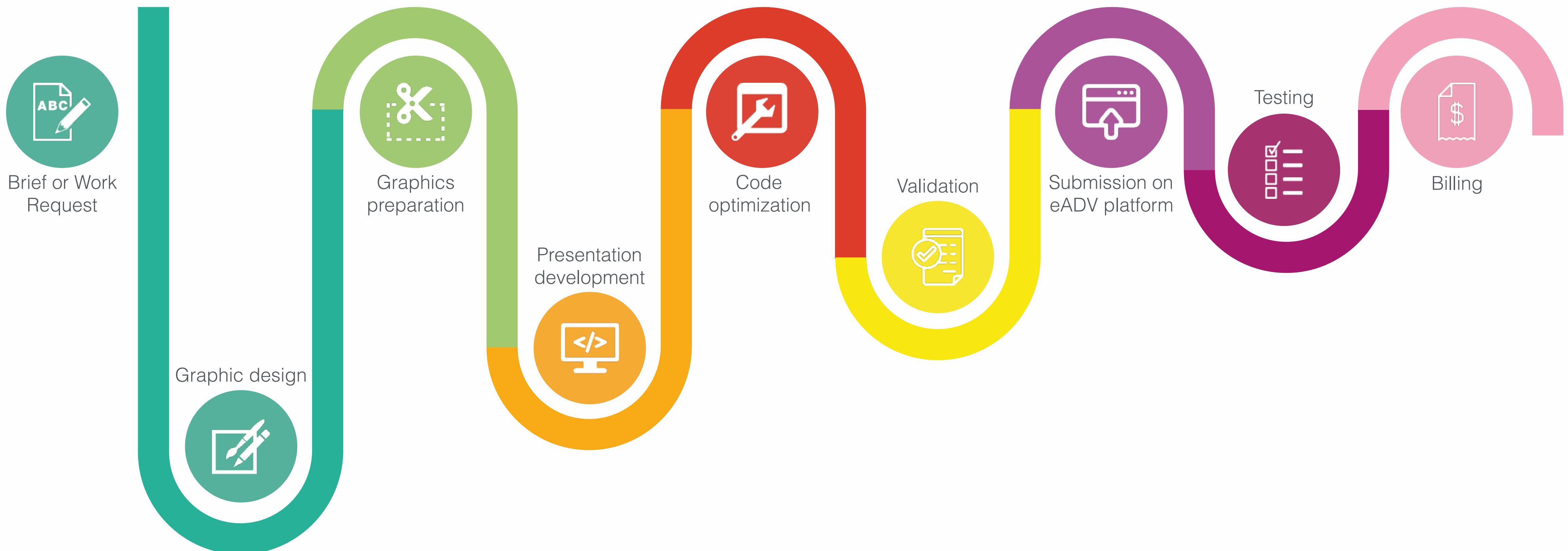
Content management

Pixels Trade is IMS-Health E-Content certified

- PIXELSTRADE has developed strong expertise in managing the MI Platform digital content,
- We are the first KADRIGE certified company in Tunisia,
- We are innovating and proposing new ideas to our customers beyond the tool limitations,
- We go all the way to testing and validation,
- We are able to manage all your EADV content on any EADV platform

EADV Workflow

We set an optimized workflow to reduce working time



EADV KPIs

Numbers reveal our performance



Pixels Trade has performed for 3 Years to deliver the best quality with the right level of innovation



Pixels Trade designed and developed more than 82 products for pharmaceutical industries



Pixels Trade built more than 264 releases for the products

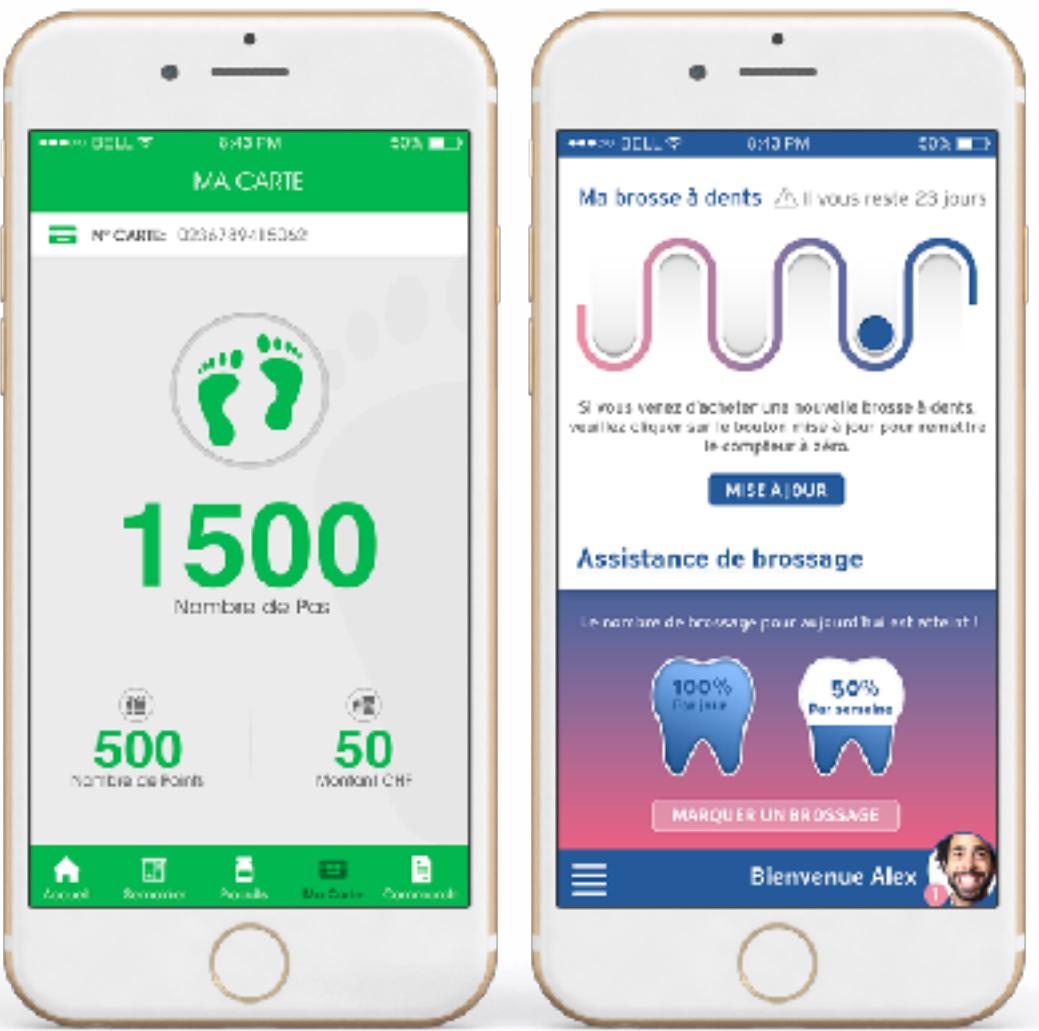


Pixels Trade made more than 3 232 screens for its clients



Other related services

Pixels Trade knows more in medical and pharmaceutical domain



Dedicated mobile
applications



Validation platform
EADV platform
E-learning for medical representative



Strategic and concept
definition

Contact information

Europe and USA

Helene Ziv

helene.ziv@pixelstrade.com

+41 22 436 82 34

35, Dancet Str.
1205 Geneva
Switzerland

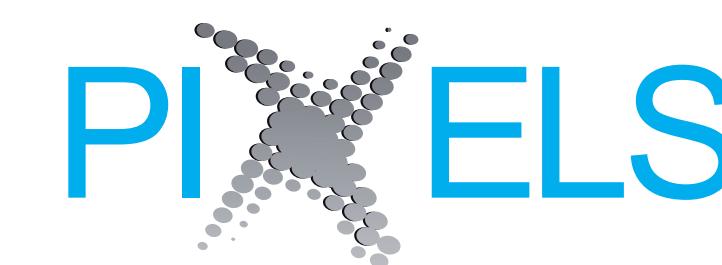
Middle East and Africa

Aymen Touhent

a.touhent@pixelstrade.com

+216 71 704 700

81 Avenue Habib Bourguiba
2080 Ariana
Tunisia



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