



A personal touch, with global
leverage

September, 2017

Trueson, a global Services company

We service Life Sciences Commercial Systems



(Multichannel) CRM Services
Data Stewardship



System Admin
Modules implementation
Tools and apps



Systems Integration
GDPR services

Veeva MyInsights Certified

The screenshot displays the Veeva MyInsights interface for user ACKERMAN, CLINTON. The top navigation bar includes icons for back, forward, and search, followed by the user's name, a 'Done' button, and a 'Account Reports' dropdown. Below the header, a 'Call Summary' section shows activity filters ('All Activity' selected) and a date range from 7/20/2017 to 8/11/2017. The main dashboard features three large cards: 'Total' calls (29), 'Calls with Samples' (10%), and 'Calls with CLM' (45%). Below these are sections for 'Top 3 Products', 'Top Samples', and 'Recent Key Messages'. The 'Top 3 Products' table lists Cholecap (18 calls, 7/20/2017) and Labrinone (3 calls, 7/31/2017). The 'Top Samples' table lists Cholecap Ed Poster (3 samples). The 'Recent Key Messages' table lists two entries: 'Cholecap-2-Efficacy_loader_SUDI' (7/28/2017) and 'Cholecap-2-Efficacy-full' (7/28/2017).

Product	Calls	Call Date
Cholecap	18	7/20/2017
Labrinone	3	7/31/2017

Product	Quantity
Cholecap Ed Poster	3

Name	Call Date
Cholecap-2-Efficacy_loader_SUDI	7/28/2017
Cholecap-2-Efficacy-full	7/28/2017

Business Intelligence and Analytics
Veeva CRM MyInsights
Strategic Data Insights

Our customers

A growing base of customers, for ongoing services and projects



PHARMACEUTICAL COMPANIES
OF Johnson & Johnson



About our company

We know your business processes and needs



Founded in 2015

15+ resources in
Benelux, France and Spain
Technical offshore team
Broad certification on
Veeva, Vault, Salesforce
CRM, data and analytics experts



Experienced in implementing and supporting complex Life Sciences processes:

Multichannel Cycle Plans
Event Management
Order Management
Sample Management⁵

What makes us different

We have a personal touch, with global leverage



Close collaboration
(we work as one of
yours)



We bridge the gap
between Business
and IT

Our apps drive
efficiency, save time,
save cost



Our pool of resources
manage your projects,
support your admins

Benefit from Best Practices,
not reinvent the wheel

What's in it for you

Adoption, Efficiency, ROI



Successful implementation of complex processes across affiliates (eg Multichannel)
Real-time insights in activity and sales data



Speed, quality and compliance in data and processes
Flexibility and Continuity by tapping into our pool of resources



You get to focus on strategic matters, whilst we manage your operational tasks



Thank you.

www.Trueson.com