



How can you drive the highest levels of performance and efficiency in the sales process?

Powered BirdzAI

Power your Pharma Sales Operations, from a 10,000-foot perspective.

If you've ever dreamed about being able to manage all your major business processes and data needs from one platform, it is now possible with BirdzAI. Now you can eliminate manual work and operational delays to empower your users, and let them soar to new heights.

BirdzAI is a unique, holistic solution for the Life Sciences Industry to effectively manage multiple Sales teams across various therapeutic areas and replace disparate, silo-ed data processes and systems.

Powered by an Analytical Ecosystem



Reinvent Your Pharma Sales Operations

Holistically engaging all elements of your Pharma Sales Operations in one succinct management solution, BirdzAI helps you streamline and manage: Customer Master, Alignment, Call Planning, Rep Rosters, Data Change Capture, Affiliations and Deciles among others.

"We took control of our data which gave us competitive advantage in the marketplace and allowed us transparency to data at the business level not requiring technical expertise."

- Sr. Director Sales Operations for a Large Pharma



Increase Productivity for Your Commercial Organization

BirdzAI is powered by Microsoft Dynamics 365, Azure, SQL Server and Power BI to provide best in class technology. Microsoft Azure Integration Platform provides easy alignment with internal systems and third party vendors.

Why BirdzAI

As an all-in-one sales operations management solution, it helps you streamline and manage:

- Customer Master
- Alignment
- Call Planning
- Rep Rosters
- Data Change Requests (DCRs)
- Integrated Territory Planning Mapping Tool
- Affiliations & Deciles
- Native integration with Microsoft
- Compliance guideline monitoring
- Reduce manual processing by data stewards
- Cleanse, standardize and de-duplicate HCP and HCO data
- Maintain Customer Master with visibility to history of changes
- Import large datasets for impact analysis and pre-processing



Powered by Analytics

Previously Untapped Data Ecosystem

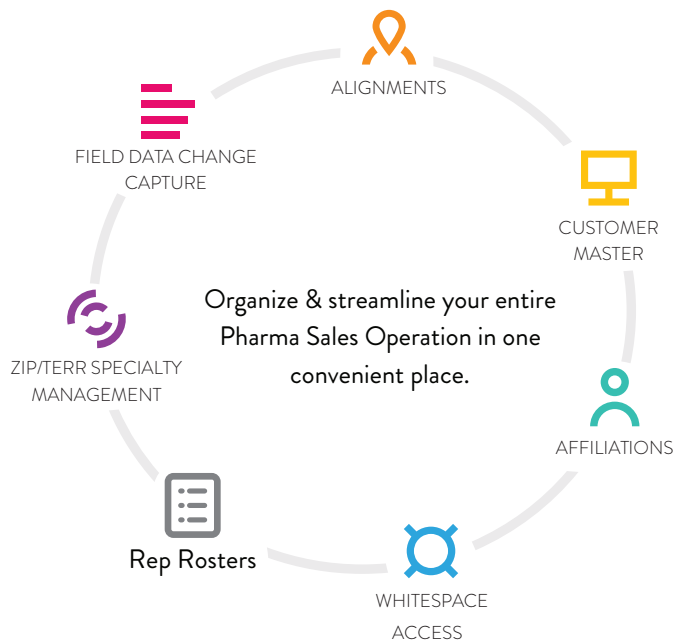
The Power behind the BirdzAI platform lies in the Microsoft foundation of Microsoft Azure - when paired with our solution, it provides a content-rich, previously untapped 3-dimensional data ecosystem to manage your Sales Organization like never before. Your Data. Seriously Powered.

Amplified with Swittons™

85% of Physicians said they'd be willing to try new technologies such as "virtual services" to access sales reps.¹⁾

Have whitespace? Launching a new Product? Increase coverage with Swittons™, our new branded 4" desktop device for Physicians. Four customizable buttons allow Physicians to click when they need samples, information, or a call with their MSL or Sales Rep. Tap into a new digital channel of engagement, eliminate whitespace in previously unpenetrated areas, and gain sales and brand recognition.

See more at www.swittons.com/pharma.



Why BirdzAI

What differentiates BirdzAI from the others:

- Only solution integrated with Swittons™ Physician desktop device for communication with Pharma. Conquer whitespace or superpower your product launch
- Powered by the Microsoft PowerBI foundation
- Multifaceted, real-time, viewer-tailored dashboards and reports
- You get complete ownership of YOUR data
- Enhance and automate business processes like never before
- Utilize features only found in the BirdzAI suite
- More efficient management of your Sales Teams
- Seamlessly integrates with your existing systems, such as CRM, License Validation, Sample Shipment, Claims, MIRs, HUB data among others. Seamless for you.

For more information, contact us at

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1) Information Week, "Doctors Prefer Online Drug Info to Rep Visits", December 2013

Why P360 For Pharma

P360 (previously Prescriber360) powers pharmaceutical organizations with advanced, scalable and ROI-built commercial strategy and technology solutions. Delivering a 360 view through the pharma, prescriber and patient ecosystem, P360 designs and deploys capabilities that ensure highest efficiencies and returns on sales operations, data management, clinical trials, patient centricity, and IoT innovation.

A Microsoft Gold Partner specialized in life sciences, P360 has partnered with customers from Top Pharma to emerging biotech for over 25 years, committing to deliver higher efficiency and value.

