



# Translating Machine Learning into Commercial Success

Verix's AI/ML-based platform, Tovana, enables effective engagement of accounts with focused and highly precise messaging. A leading provider in the US market of medical radiology devices and related parts and substances, significantly boosted sales outcomes, and met multi-channel needs, within 3 months of Verix implementation.

- When is the optimal time to offer a device upgrade?
- Which are the highest potential opportunities to offer additional equipment and materials?
- What is the probability for sale of a new device?



**3-6X ROI**  
On first year's implementation investment



**+10%**  
Analytics team efficiency



**+12%**  
Acquisition of new writers and decrease in churned writers



**>90%**  
Consistent utilization across various roles




**+15%**  
Field force efficiency



**+9%**  
Device sales growth

**VS.**

Traditional targeting approach	Tovana's AI/ML approach 
Business rules based	AI / ML models manipulate dozens of account-specific variables at the same time
Device & consumables models were built independently	Analyze both, device and related consumables data. Combine variety of data (usage, service calls, consumables orders, and more)
Age based rules for devices Volume-based rules for consumables	ML algorithm constantly takes new data into account and improves predictions
Manual and repetitive creation of one-and-done models	<ul style="list-style-type: none"> <li>• Fully automated operation</li> <li>• Scalable</li> <li>• Repeatable models can be used time and again</li> <li>• Consistent &amp; accurate ensures users' trust</li> </ul>



*Now we can proactively help the teams pinpoint what requires attention, what they should focus on next, and where might they have risks or opportunities*

- Senior director of data analytics



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