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Revolutionize your pharma commercial operations with **Tovana**

Today's available data has significantly increased in volume, velocity, and complexity, allowing the Life Sciences industry to shift from the bygone one-size-fits-all blockbuster era to precision medicines. However, opportunities became scarce, with each missed opportunity causing significant loss to the new brands. This reality doesn't allow Life Science companies to grow, scale, and reach their business targets.

To successfully compete in this new paradigm, Verix developed Tovana, a unique and innovative AI/ML based commercial optimization platform (COP) that helps pharma companies to monetize and drive business growth.
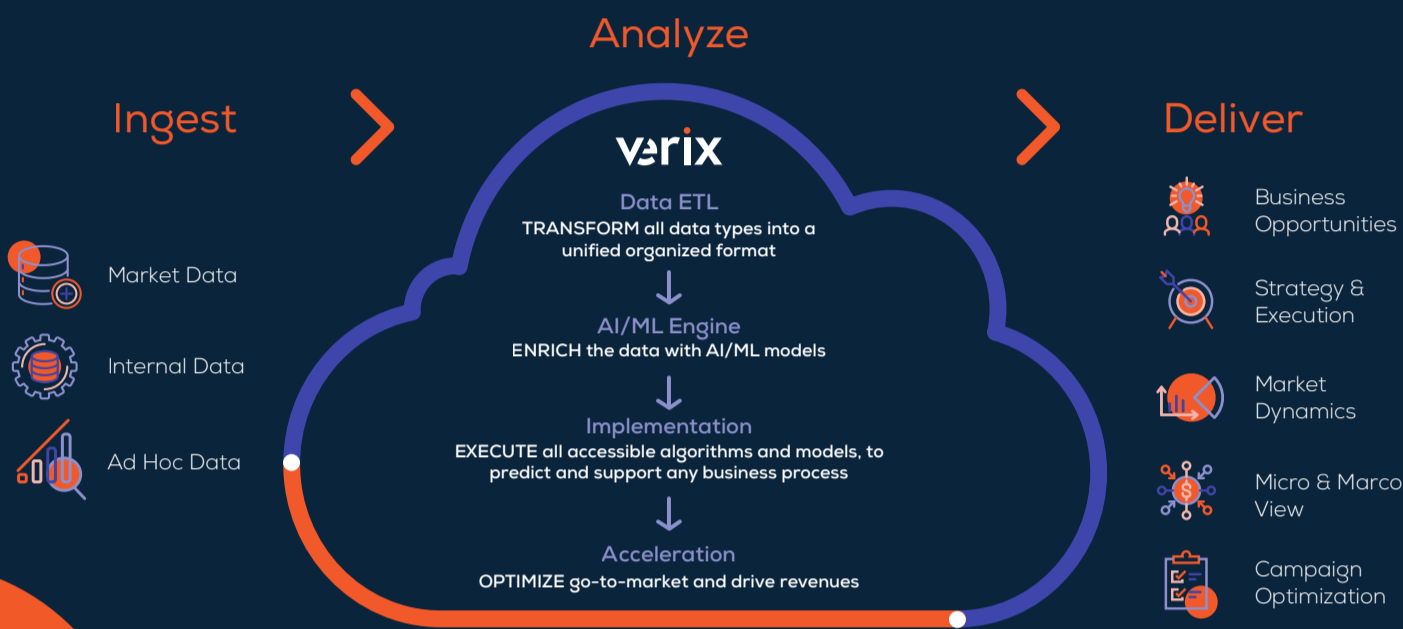
+20%
In HCP engagement

+2%
Brand share

+15%
New prescribers

6-8 weeks
Time to value

How the magic is done?

Analyze

Ingest

- Market Data
- Internal Data
- Ad Hoc Data

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Data ETL
TRANSFORM all data types into a unified organized format

↓

AI/ML Engine
ENRICH the data with AI/ML models

↓

Implementation
EXECUTE all accessible algorithms and models, to predict and support any business process

↓

Acceleration
OPTIMIZE go-to-market and drive revenues

Deliver

- Business Opportunities
- Strategy & Execution
- Market Dynamics
- Micro & Marco View
- Campaign Optimization

Real-value from day one

Accurate & Timely
Tovana delivers up-to-date predictive insights on overlooked opportunities and risks based on rich HCP, patient, and payer profiles with thousands of attributes.

Bridges Data Science and Business Needs
Empower your commercial team with data-driven actionable and explainable insights.
Tovana provides a single source of truth, reduces silos, enhances transparency, and enables cross-team collaboration.
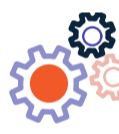
Drives Efficiency
Automate manual processes with Tovana's ongoing data refresh, integration, and analysis of new data.

Enables Scalability
Easily scale to any use case, brand, or therapeutic area with Tovana.

Multiple use cases for various business needs

Tovana offers various pharma-specific use cases, including Dynamic Targeting & Segmentation, Patient Finder, Bottom-Up Forecasting, Channel Optimization, and Therapeutic Landscape Analysis. Users can either develop their own models or use our out-of-the-box use cases.

Tovana's comprehensive platform approach eliminates silos by providing a single source of truth for all stakeholders. Models are repeatable and scalable, and implementation is quick and easy. With a no-code UI, Tovana promotes self-reliance and explainability at all levels, empowering the commercial team with data-driven insights that connect data science with business needs.

> "Changing HCP behavior is complex. Our main problem is how to identify opportunities dynamically and how to communicate it to the field. We need an end-to-end process to achieve that.

Gellert Toth
Head of Commercial Analytics Oncology

NOVARTIS

> "A senior leader can actually pinpoint exactly where he is going to get the next sales from - That's powerful!

Abhishek Agrawal
Head of Strategy and Innovation

GSK

> "Verix's platform provides us powerful abilities to understand the market and take action.

Scott Evangelista
President and COO

IRONSHORE

Trusted by leading life science companies

BAYER

novo nordisk

GSK

IRONSHORE

Tris PHARMA

P&G

NOVARTIS

REGENERON

Roche

FROST & SULLIVAN

Global Artificial Intellingence in Pharmaceutical Commercial Operations Enabling Technology Leadership Award

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Verix is the leading provider of a Commercial Optimization Platform, an AI- based platform dedicated for Life Sciences Commercial Operations. The platform leverages a plethora of data and cutting-edge technology to optimize strategy development and effective execution. Verix's platform embed deep learning with abundant domain expertise to optimize essential processes such as HCP targeting, precision forecasting, channel optimization, patient discovery, and more, in a continuous manner, to keep up with the dynamic nature of today's life sciences market.

Verix's innovative Platform enables Fortune 500 pharmaceutical organizations worldwide to leverage their data and accelerate brand performance, in a flexible, accurate, fast, and easy- to-use manner.

Learn more at **www.verix.com** | Request a demo