

Press Review

Trueblue & Microsoft



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Trueblue Announces Integration with Microsoft Dynamics 365 to Enhance Customer Engagement in the Life Sciences Market

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YESTERDAY

Trueblue with Microsoft for the launch of a CRM solution based on Artificial Intelligence and aimed to change the way of work for Life Science market.

MILANO—(BUSINESS WIRE)—Jul. 9, 2020— Trueblue is making the digital working model of pharmaceutical and life sciences companies more accessible. Trueblue announces the integration of its Artificial Intelligence Relationship Management (AIRM) with Microsoft Dynamics 365 and Power Platform to enhance the customer experience for the pharmaceutical and life sciences market.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20200709005613/en/>



(Photo: Trueblue)

AIRM is the evolution of Customer Relationship Management (CRM), where AI is the foundation that powers operational and analytical solutions based on Microsoft Dynamics 365. Its native ability to integrate data from multiple sources provides a 360 degree customer view that allows the implementation of a truly omni-channel strategy. Coupled with M.A.R.C. (My Artificial Intelligence Companion), Trueblue's intelligent and virtual assistant, the result is a dramatically simplified access to information by means of a fully conversational interaction through smartphones and portable devices.

"I'm excited about this relationship. Microsoft is the ideal partner for us", states **Marco Bonesini, CEO & President of Trueblue**. "Thanks to its innovative technological solutions, global infrastructure and market leadership with worldwide service coverage, Microsoft enables us to realize our vision of a unique system in which AI is natively integrated with operational and analytical areas, empowering and facilitating the customer engagement with information at your fingertips".

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"Never before have life sciences and pharmaceuticals been more important for the world, so we welcome Trueblue to Microsoft's Business Applications ecosystem as part of the ISV Connect program," said **Steven Guggenheim, Corporate Vice President**. "Trueblue has integrated its solutions for the life sciences and pharmaceutical industry with Dynamics 365 and the Power Platform. This integration will create more choice in the market and increase customer value in this industry."

About Trueblue

Trueblue provides industry leading cloud-based, ready-to-use BI and AI solutions for the Life Science market.

For more than 20 years Trueblue has been supporting the main multinational Pharma Companies by creating and bringing innovative technology solutions that drive continuous business improvement.

Our unique and holistic understanding of the global data footprint, together with our deep industry knowledge and genuine Customer Experience focus, gives us the ability to co-create disruptive and effective solutions that are quickly adopted by the final users and have been, year after year, recognized by industry leading advisory firms (e.g. Gartner).

View source version on businesswire.com:
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The screenshot shows the ANSA Economia homepage. At the top, there's a navigation bar with links like 'Mediterraneo', 'Europa-Ue', 'Nuova Europa', 'America Latina', 'Brazil', 'English', 'Podcasts', 'ANSAcheck', and social media icons. Below the header is a large banner with a photo of a tennis player and the text 'MOURATOGLOU ACADEMY' and a yellow 'PRENOTA' button. The main content area has a sub-header 'ANSA.it - Economia - Business Wire - Notizie' and a news article titled 'Trueblue Announces Integration with Microsoft Dynamics 365 to Enhance Customer Engagement in the Life Sciences Market'. The article includes a small image of a man and a woman, and a sidebar with an advertisement for 'Con Restart Lease'.

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Trueblue Announces Integration with Microsoft Dynamics 365 to Enhance Customer Engagement in the Life Sciences Market

Business Wire 9 July 2020



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July 09, 2020 09:34 AM Eastern Daylight Time

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(Photo: Trueblue)

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About Trueblue

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Trueblue annonce l'intégration avec Microsoft Dynamics 365 pour améliorer l'engagement des clients dans le marché des sciences de la vie

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JUIL 2020



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MILAN

Trueblue facilite l'accès au modèle de travail numérique des entreprises pharmaceutiques et des sciences de la vie. Trueblue annonce l'intégration de sa gestion des relations à travers l'intelligence artificielle (AIRM) avec Microsoft Dynamics 365 et Power Platform afin d'améliorer l'expérience client pour le marché pharmaceutique et des sciences de la vie.

Ce communiqué de presse contient des éléments multimédias. Voir le communiqué complet ici :
<https://www.businesswire.com/news/home/20200710005281/fr/>



(Photo: Trueblue)

L'AIM est l'évolution de la gestion de la relation client (CRM), où l'IA est la base qui alimente les solutions opérationnelles et analytiques basées sur Microsoft Dynamics 365. Sa capacité native à intégrer des données provenant de sources multiples offre une vue à 360 degrés du client permettant la mise en œuvre d'une stratégie véritablement omni-canal. Combiné avec M.A.R.C. (My Artificial Intelligence Companion), l'assistant intelligent et virtuel de Trueblue, il en résulte un accès à l'information considérablement simplifié grâce à une interaction entièrement conversationnelle par le biais de téléphones intelligents et d'appareils portables.

"Cette relation m'enthousiasme énormément. Microsoft est le partenaire idéal pour nous", déclare

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By: Trueblue via Business Wire News Releases

July 09, 2020 at 09:34 AM EDT

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Published: July 9, 2020 at 10:34 a.m. ET

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Trueblue Anuncia Integración con Microsoft Dynamics 365 para Mejorar la Interacción con el Cliente en el Ámbito Sanitario

Julio 9, 2020 Latino News

Trueblue se une a Microsoft para el lanzamiento de una solución CRM basada íntegramente en la Inteligencia Artificial con el objetivo de cambiar el modelo comercial de la red de ventas en las compañías farmacéuticas.

MILANO-(BUSINESS WIRE)-Para hacer accesible el modelo de trabajo digital de las empresas del sector farmacéutico y ámbito sanitario, Trueblue anuncia la integración de su Artificial Intelligence Relationship Management (AIRM – Gestión de las Relaciones con los Clientes a través de la Inteligencia Artificial) con Microsoft Dynamics 365 y Power Platform para mejorar la experiencia del cliente.

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"Estoy encantado con este acuerdo. **Microsoft** es el socio ideal para nosotros", declara Marco Bonesini, CEO y Presidente de Trueblue. "Gracias a sus soluciones tecnológicas innovadoras, su infraestructura global y su liderazgo en el mercado con una cobertura de servicios a nivel mundial, Microsoft nos permite realizar nuestra visión de un sistema único en el que la IA se integra de forma nativa con las áreas operativas y analíticas, potenciando y facilitando la interacción con el cliente mediante información al alcance de la mano".

El objetivo de este acuerdo es ofrecer a los clientes la tecnología más avanzada en el mercado, dándoles la oportunidad -a través de AIRM- de gestionar e interactuar del modo más sencillo e innovador, revolucionando así la interacción multicanal con el cliente mediante las plataformas de Microsoft y la experiencia de Trueblue en el mercado farmacéutico.

"Los productos farmacéuticos y del ámbito sanitario nunca han sido tan importantes para la sociedad, por lo que damos la bienvenida a **Trueblue** al ecosistema de Aplicaciones Empresariales de Microsoft como parte del programa ISV Connect", dijo Steven Guggenheimer, Vicepresidente Corporativo. "Trueblue ha integrado sus soluciones en el ámbito farmacéutico y sanitario con Dynamics 365 y Power Platform. Esta integración creará más opciones en el mercado e incrementará el valor del cliente en esta industria".

Acerca de Trueblue

Trueblue proporciona soluciones líderes de BI y AI, basadas en la nube y listas para utilizar, al mercado farmacéutico y sanitario.

BusinessWire News Español

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Este comunicado de prensa trata sobre multimedia. Ver la noticia completa aquí: <https://www.businesswire.com/news/home/20200709005614/es/>


Steven Guggenheim Corporate VP Marco Bonesini CEO & Founder

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(Photo: Trueblue)

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AIG

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Más sobre TRUEBLUE

Trueblue provides industry leading cloud-based, ready-to-use Business Intelligence (BI)...

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Business Wire | 10.07.2020 | 15:22 | 39 Leser | Artikel bewerten: ★★★★★ (0)

Trueblue kündigt Integration mit Microsoft Dynamics 365 zur Steigerung des Kunden-Engagements auf dem Life-Sciences-Markt an

Trueblue kooperiert mit Microsoft bei der Einführung einer auf künstlicher Intelligenz basierenden CRM-Lösung, die auf eine Änderung der Arbeitsweise für den Life-Science-Markt abzielt

Trueblue bietet einen verbesserten Zugang zum digitalen Arbeitsmodell von Pharma- und Life-Sciences-Unternehmen. Trueblue kündigt die Integration seines Artificial Intelligence Relationship Managements (AIRM) mit Microsoft Dynamics 365 und Power Platform zur Verbesserung des Kundenerlebnisses für den Pharma- und Life-Sciences-Markt an.

Diese Pressemeldung enthält multimediale Inhalte. Die vollständige Meldung hier ansehen: <https://www.businesswire.com/news/home/20200710005280/de/>



RELATIONSHIP

Microsoft  TRUEBLUE 

Steven Guggenheim Corporate VP Marco Bonesini CEO & Founder

(Photo: Trueblue)

Steuerberatung ist die Weiterentwicklung des Customer Relationship Managements (CRM). Dabei bildet KI das Fundament für die operativen und analytischen Lösungen basierend auf Microsoft Dynamics 365. Die systemeigene Funktion zur Integration von Daten aus verschiedenen Quellen umfasst eine 360-Grad-Sicht auf die Kunden, um eine echte Omni-Channel-Strategie umsetzen zu können. In Verbindung mit dem intelligenten und virtuellen Assistenten M.A.R.C. (My Artificial Intelligence Companion) von Trueblue wird der Zugang zu Informationen durch eine vollständig auf Gesprächen beruhende Interaktion über Smartphones und tragbare Geräte erheblich vereinfacht.

"Ich freue mich sehr über diese Beziehung. Microsoft ist der ideale Partner für uns", erklärte Marco Bonesini, CEO und Präsident von Trueblue. "Mit innovativen technologischen Lösungen, weltweiter Infrastruktur und Marktführerschaft mit weltweit verfügbaren Serviceleistungen ermöglicht uns Microsoft die Realisierung unserer Vision eines einzigartigen Systems, in dem die KI nativ in operative und analytische Bereiche eingebettet ist, um die Kundbindung mit 'Information at your Fingertips' zu ermöglichen und zu stärken."

Mit dieser Integration sollen die Kunden die fortschrittlichste Technologie auf dem Markt erhalten, um durch AIRM Verwaltung und Interaktion auf äußerst einfache und innovative Weise gestalten zu können, sodass die Kundbindung über mehrere Kanäle hinweg mit Plattformen von Microsoft und Expertise von Trueblue auf dem Pharmamarkt revolutioniert werden kann.

"Da Life Sciences und Pharmazie für die Welt wichtiger denn je sind, begrüßen wir Trueblue im Ökosystem für Geschäftsentwicklungen von Microsoft im Rahmen des Programms ISV Connect", sagte Steven Guggenheim, Corporate Vice President. "Trueblue hat seine Lösungen für die Life-Sciences- und Pharma-Industrie in Dynamics 365 und die Power Platform integriert. Diese Einbindung wird die Auswahlmöglichkeiten auf dem Markt erhöhen und den Wert für die Kunden in dieser Branche steigern."

Über Trueblue

Trueblue bietet branchenführende cloud-basierte, gebrauchsfertige BI- und KI-Lösungen für den Life-Science-Markt.

Seit mehr als 20 Jahren unterstützt Trueblue die wichtigsten multinationalen Pharmakonzerns durch die Entwicklung und Bereitstellung innovativer Technologielösungen, die eine kontinuierliche Verbesserung der Geschäftsabläufe fördern.

Mit unserem einzigartigen und ganzheitlichen Verständnis der weltweiten Datensumme sowie tiefgreifenden Branchenwissen und echten Fokus auf das Kundenbeziehungsmanagement können wir disruptive und effektive Lösungen mitentwickeln, die von den Endbenutzern schnell angenommen und alljährlich von branchenführenden Beratungsumfirmen (beispielsweise Gartner) gewürdigt werden.

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Contacts:

Corrado Corsini,

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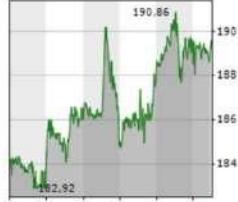
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10.07.2020 - 15:19

BUSINESS WIRE: Trueblue kündigt Integration mit Microsoft Dynamics 365 zur Steigerung des Kunden-Engagements auf dem Life-Sciences-Markt an

MITTEILUNG UEBERMITTELT VON BUSINESS WIRE. FUER DEN INHALT IST ALLEIN DAS BERICHTENDE UNTERNEHMEN VERANTWORTLICH.

Trueblue kooperiert mit Microsoft bei der Einführung einer auf künstlicher Intelligenz basierenden CRM-Lösung, die auf eine Änderung der Arbeitsweise für den Life-Science-Markt abzielt

MAILAND --(BUSINESS WIRE)-- 10.07.2020 --

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AIRM ist die Weiterentwicklung des Customer Relationship Managements (CRM). Dabei bildet KI das Fundament für die operativen und analytischen Lösungen basierend auf Microsoft Dynamics 365. Die systemeigene Funktion zur Integration von Daten aus verschiedenen Quellen umfasst eine 360-Grad-Sicht auf die Kunden, um eine echte Omni-Channel-Strategie umsetzen zu können. In Verbindung mit dem intelligenten und virtuellen Assistenten M.A.R.C. (My Artificial Intelligence Companion) von Trueblue wird der Zugang zu Informationen durch eine vollständig auf Gesprächen beruhenden Interaktion über Smartphones und tragbare Geräte erheblich vereinfacht.

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BUSINESS WIRE: Trueblue annuncia l'integrazione con Microsoft Dynamics 365 per migliorare il Customer Engagement nel settore Life Science

Questo report è stato trasmesso da Businesswire. Solo l'azienda emittente è responsabile del suo contenuto. -

Trueblue insieme a Microsoft per il lancio di una soluzione di CRM completamente basata sull'Intelligenza Artificiale finalizzata a cambiare il modello di lavoro della Field Force delle aziende farmaceutiche. MILANO --(BUSINESS WIRE)-- 09.07.2020 -- Kontakt: Corrado Corsini, VP Global Business Development corrado.corsini@truebluecorp.com +39 328-9049248

Dati ritardati: Dati forniti da [www.group Italia](#) - Fonte dati: Borsa Italiana e Mercati Internazionali

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Trueblue annuncia l'integrazione con Microsoft Dynamics 365 per migliorare il Customer Engagement nel settore Life Science

Business Wire 9 luglio 2020



(Photo: Trueblue)

AIRM si presenta come l'evoluzione del Customer Relationship Management (CRM), dove l'AI è il fondamento che alimenta le soluzioni operative e analitiche basate su Microsoft Dynamics 365. La sua capacità nativa di integrare dati provenienti da più fonti fornisce al cliente una visione a 360°, che permette l'implementazione di una strategia omni-canale. Unito a M.A.R.C. (My Artificial Intelligence Companion), l'assistente intelligente e virtuale di Trueblue, il risultato è un accesso notevolmente semplificato alle informazioni, per un'interazione completamente conversazionale attraverso smartphone e dispositivi portatili.

"Sono entusiasta di questa collaborazione. **Microsoft** è il partner ideale per noi", afferma **Marco Bonesini, CEO & President di Trueblue**. "Grazie alle sue soluzioni tecnologiche innovative, all'infrastruttura globale e alla leadership di mercato con una copertura di servizi in tutto il mondo, Microsoft ci permette di realizzare la nostra visione di un sistema unico nel suo genere, in cui l'AI è nativamente integrata con le aree operative e analitiche, migliorando e facilitando il customer engagement attraverso l'accesso costante e real time alle informazioni a portata di mano".

L'obiettivo di questa integrazione è quello di fornire ai clienti la tecnologia più avanzata sul mercato, dando loro l'opportunità - attraverso AIRM - di gestire e interagire nel modo più semplice e innovativo, rivoluzionando così il multichannel customer engagement utilizzando le piattaforme Microsoft e l'esperienza di Trueblue nel mercato farmaceutico.

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AiRM è l'evoluzione del Customer Relationship Management. L'AI è il fondamento che alimenta le soluzioni operative e analitiche basate su Microsoft Dynamics 365

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Trueblue annuncia l'integrazione con Microsoft Dynamics 365 per migliorare il Customer Engagement nel settore Life Science

Trueblue rende accessibile il modello di lavoro digitale delle aziende nel settore farmaceutico e Life Science e annuncia l'integrazione del suo Artificial Intelligence Relationship Management (AiRM) con Microsoft Dynamics 365 e Power Platform al fine di migliorare l'esperienza del cliente per il mercato farmaceutico e Life Science.

CRM - Customer Relationship Management

AIRM si presenta come l'evoluzione del Customer Relationship Management (CRM), dove l'AI è il fondamento che alimenta le soluzioni operative e analitiche basate su Microsoft Dynamics 365. La sua capacità nativa di integrare dati provenienti da più fonti fornisce al cliente una visione a 360°, che permette l'implementazione di una strategia omni-canale. Unito a M.A.R.C. (My Artificial Intelligence Companion), l'assistente intelligente e virtuale di Trueblue, il risultato è un accesso notevolmente semplificato alle informazioni, per un'interazione completamente conversazionale attraverso smartphone e dispositivi portatili.

Marco Bonesini



Marco Bonesini

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L'esperienza di Trueblue

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Aziende

Aumentare il customer engagement nel life science, accordo tra Trueblue e Microsoft

Con l'intesa si annuncia l'integrazione dell'Artificial intelligence relationship management (AiRM) con Microsoft Dynamics 365 e Power Platform finalizzata a cambiare il modello di lavoro della field force delle aziende farmaceutiche.



di Redazione Aboutpharma Online

|  9 Luglio 2020



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