

Technology Services for Omnichannel Marketing and Sales

The background of the top section is a dark blue and black image. It shows a hand holding a tablet computer. On the tablet and in the background, there are various data visualization elements like line graphs, bar charts, and network diagrams. The word "MARKETING" is prominently displayed in a glowing, red, sans-serif font. Other smaller text elements like "RESEARCH", "DEVELOPMENT", "STRATEGY", "PRODUCTION", "BRANDING", "RESOURCES", and "ANALYTICS" are scattered throughout the image.

Proven Solutions for Enterprise and Brand Initiatives

When launching a new product or growing their portfolio, today's pharma brands face more complicated technological and operational challenges than ever before.

These challenges also require strategic decision-making about acquiring new technologies, solving problems, allocating resources, and managing risks.

Asentech collaborates with your teams to ensure objectives and strategies are aligned across all stakeholders, building technology solutions that meet today's needs while anticipating future goals.

- Marketing teams need to build brand awareness and develop value-added services
- Sales teams must engage HCPs using omnichannel tools and data-driven engagement strategies.
- Commercial functions must navigate a complex ecosystem of internal experts, external partners, and diverse groups of HCPs and patients

3 Core Principles: Empowering Omnichannel Success

Asentech focuses on helping you develop the necessary capabilities precisely when needed and at the optimal investment level.

This approach, our proprietary **"Build to Fit, Build to Scale"** method, is founded on three principles.

1. Alignment

Commercial teams are responsible for launching brands and increasing TRx's across their portfolios. Asentech works alongside these teams to develop technology solutions that support their key business and financial goals.

Asentech also provides technology expertise to help specific areas meet their business objectives. Marketing and Sales leaders trust us to integrate marketing and sales systems, enhancing transparency in their outreach efforts. Payor and Market Access teams depend on Asentech to create customized solutions that streamline their processes from prescription writing to fulfillment.

2. Efficiency

With over 1,000 successfully completed projects, we offer pragmatic, right-sized solutions. Our variety of pre-built capabilities use proven methodologies that optimize development and testing time.

This approach not only provides the flexibility required for customization but also seamlessly integrates new or enhanced capabilities into your commercial go-to-market plan.

3. Effectiveness

With 15 years of guiding brands from awareness to effective distribution, Asentech has honed the art of delivering strategies that resonate across the commercial value chain.

Leveraging our extensive track record, we pinpoint your business requirements, convert past wins into practical insights, and help launch solutions that make a difference.

Key Users of Asentech's Solutions

- Healthcare professionals, their office teams, and patients
- Retail and specialty pharmacies
- Practices looking for streamlined direct sales models
- Copay Program Providers
- Payor and Market Access Teams
- Patient Hubs

Your Trusted Omnichannel Commercial Partner

- 15+ year track record of successful implementations
- 93% client retention over 5 years
- 700+ brand and corporate initiatives launched for life sciences brands and B2B franchises



Success Stories

CHALLENGE: Build Omnichannel Customer Data Platform for Global Pharma Manufacturer

RESULT: Implemented CDP platform, seamlessly integrating data to create a 360-degree customer view, capturing 100+ HCP attributes for dynamic and tailored marketing campaigns

- Enabled highly personalized and tailored campaigns targeting specific HCP micro-segments: new prescribers, event attendees, regional KOLs, and more
- Activated capabilities to target and launch campaigns faster in response to current events or market changes

“CDP has unlocked tremendous potential for targeted engagement and strategic insights”

– SVP, Marketing Strategy & Digital Operations

CHALLENGE: Deploy Inventory Management App For Urology Practice

RESULT: 30%+ of all shipments ordered via app since launch

- Enhanced efficiency in urology practices' inventory management for in-office patient treatments.
- Improved inventory forecasting and visibility, leading to more precise quantities needed and reducing inventory excess.
- Streamlined the ordering experience with one-click submissions, achieving over 30% of total doses processed via the app since its launch.

“Implementing the app was a great help in easing the process of inventory management.”

– Practice Manager

CHALLENGE: Refine and Strengthen Campaign Capabilities During Global Pharma Merger

RESULT: Enabled delivery of compliant, personalized omnichannel campaigns across 55 countries

- Consolidated millions of records, merging over 4 million HCP profiles from multiple CRM systems into 2 million comprehensive profiles within Salesforce
- Streamlined data attributes, reducing from 900+ to 75 while maintaining data integrity and compliance for global campaign management
- Enhanced global reach, enabling the delivery of personalized omnichannel campaigns across 55 countries

“Seamless identity management is a natural ally to marketing teams. This is the largest deployment of SFID in the Life Sciences Industry.”

– Data Evangelist, Salesforce

ABOUT ASEANTECH

Asentech leads in digital transformation for Life Sciences brands, offering advanced data and technology solutions to amplify customer engagement across multiple channels through data-driven strategies and omnichannel approaches.

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