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ysura



ysura Awarded Innovation Grant from German Federal Government

Development of ground-breaking recommendation engine for mobile salespeople supported financially by the Federal Ministry for Economic Affairs and Energy

Munich (Germany) 06 October 2014. ysura announced plans to enhance their mobile CRM for the pharmaceutical industry with an intelligent **recommendation engine**, helping sales reps to optimize their daily work. Germany's Federal Ministry for Economic Affairs and Energy has deemed the project to be highly innovative and has agreed to co-financing the entire development.

The ysura mobile CRM, already in operation at one on the five largest pharmaceutical companies, removes the complexity of traditional CRM products and provides sales reps with a clear and simple **360 degree view** of their contacts and organizations. A future version will use sophisticated algorithms that synthesize customer preferences, geographic data and corporate strategy in order to give each sales person a visual recommendation on how to structure their day in order to maximize their efficiency and, ultimately, to increase revenue generation for the pharmaceutical company.

“Like many businesses, Pharmaceutical companies are under pressure to maintain or increase revenues despite a diminishing sales force” said **Keith Gruen**, co-founder and co-managing director of

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Munich-based ysura GmbH. “The territory each sales representative is required to cover is increasing. The only way they can maintain their targets is to work smarter. ysura will help them do exactly that.”

Whereas pharmaceutical sales reps traditionally embody the classic road warrior, the new breed of sales rep is more likely to be a “hybrid” sales rep, spending part of the time on the road but part on the phone, on email and on other methods of digital interaction. The question is, which customers should the sales rep visit and which customers should the sales rep reach via other methods? Finally, which topics should the sales rep cover in their limited time with each customer? ysura’s new recommendation engine will answer these questions.

About ysura

ysura builds, sells and operates a mobile CRM for the pharmaceutical industry. The product can be used as the primary CRM or co-exist as a viewer alongside a traditional CRM. Though optimized for the Apple iPad, ysura runs on any standard browser. Professionally and securely hosted in Germany, ysura is sold as on a SaaS basis. ysura GmbH is a privately held company based in Munich, Germany. For more information, visit www.ysura.com.

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