



ysura's point solutions fill the missing gaps - and much more!

Munich, 05. September 2017 - Pharmaceutical sales and marketing organizations are tired of big-bang products that promise everything, cost a fortune, take ages to implement and never quite work as advertised. Instead, more and more companies are looking for **point solutions** to cover specific areas - and do it brilliantly. In order to fill this need, ysura has broken down its application into individual solutions that can be implemented on their own or integrated with existing software products, such as a CRM.

Let's take **consent** or opt-in management. In order to work in a compliant manner, a pharmaceutical company may only send emails to recipients who have clearly requested to receive such emails. Collecting and managing this consent - not only for emails but for other channels as well - is a critical, yet time-consuming process. ysura offers a solution to cover exactly this process - naturally configurable for the individual needs, templates, and channels of each pharmaceutical company.





How about **activity planning**? One of ysura's most popular features, this solution tracks progress towards specific multi-channel targets per HCP or HCP group on a sales rep or departmental level. Now activity planning is available as a stand-alone solution or, of course, integrated with an existing CRM.

Further point solutions include **campaign management, map-based targeting, personalized email** and **KOL Finder** True to the ysura philosophy, these solutions are all beautifully designed for mobile devices, fast and fun to use, **highly secure and compliant**. What's more, they fit together perfectly. So a pharmaceutical company using, for example, consent management solution can easily add personalized email management.

"In contrast to the risky big-bang approach of traditional software vendors, pharmaceutical companies can implement ysura's solutions one region or product line at a time without disrupting the daily business," explains Keith Gruen, co-CEO of ysura.



Keith Gruen, CEO, ysura GmbH

For more information on the ysura point solutions or to experience a live demonstration, please contact sales@ysura.com

About ysura

ysura designs and develops innovative solutions for the pharmaceutical industry. The solutions cover multi-channel sales, consent management, map-based targeting, personalized emails, campaign management, key opinion leader marketing and more. The Munich-based company is in privately held.

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