



POLUMANA

# POLUMANA® IN THE PHARMACEUTICAL INDUSTRY

There are few industries where regulations are stricter than the pharmaceutical and medical technology sector. Companies face unique challenges, changes require careful adaptation. In this dynamic environment, digitalization has become a driving force, paving the way for greater efficiency, accuracy and better patient care. This is exactly where our POLUMANA® app comes in. It was developed to digitize the sales force in the pharmaceutical and medical technology industry and to support companies in mastering their challenges. With our app, you can optimize your processes sustainably and increase the quality of your services while complying with strict regulations.

## What POLUMANA® can do for you

**15 %** less effort,  
time or resources.

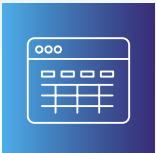
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Up to **25%** more sales per order

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Return on investment  
in **< 2 years**

## HOW POLUMANA® SUPPORTS YOU IN THE PHARMACEUTICAL AND MEDICAL TECHNOLOGY SECTOR



### **Clearly design extensive product ranges**

In the pharmaceutical and medical technology industry, extensive product catalogs and information materials are the norm. This increases the complexity of the sales process. POLUMANA® offers valuable support in this industry, especially during discussions about the introduction of new products. Even with extensive product ranges, the app knows no limits and is also available offline. Where current stock levels and delivery conditions cannot otherwise be viewed on site at the customer's premises, POLUMANA® provides you with information in real time. This takes the pressure off you in the field and significantly improves the customer experience during sales talks. POLUMANA® makes the sales process more efficient and customer oriented.



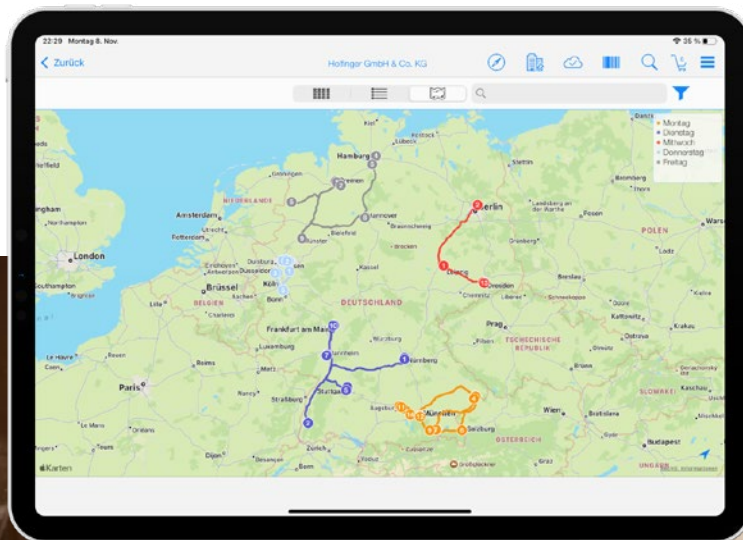
### **Know-how for the customer, upselling for the sales department**

Constantly updating product knowledge and training employees on new medicines and medical devices is crucial. This is where the POLUMANA® sales app offers valuable support, especially during meetings to introduce new products. Training courses can be booked directly during the sales talk. Video sequences on the use of products, such as surgical instruments, can be played with just one touch or click. This results in improved customer service, lowers the barriers to purchase and creates opportunities for additional sales through cross-selling and upselling.



**Less time on the road,  
more time with your  
customers**

In the past, you had to make a decision: Spend an unnecessary amount of time on the road or invest a lot of time in planning your trips? POLUMANA® changes all that. The AI-supported app takes care of itinerary and route planning for you. It takes your predefined parameters into account, such as the time of your last appointment. But the best thing about it is that you stay in control. You decide where your tour should start and end, be it a round trip or a rally, and get to make personal adjustments. The result? Less time in the car and preparing, and more time for what really matters – your customers.



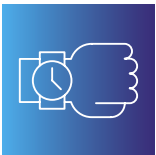
**POLUMANA® eliminates manual itinerary planning and creates more space for the essentials – your customers.**



### **Always up-to-date and compliant**

Since products are often complex and customers frequently have questions about efficacy, compatibility, and other important information, it is essential to have immediate access to accompanying information or certifications. With POLUMANA®, this information is available with just one click, even offline. Safety information and administration details are comprehensively stored, and multimedia content such as videos are also available. Certain information is often indispensable - for example in the case of stricter market regulations, new products, or legal requirements. POLUMANA® only allows the purchase to be completed once the information has been shared.

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### **Making the best use of time**

In a busy environment where you are often juggling multiple clients, there is limited time for each appointment. It is therefore crucial to use this precious time as efficiently as possible. With POLUMANA®, all relevant data from different interfaces is bundled into one application, and milestones can be defined in the app to ensure that all important points are addressed during an appointment. The result: appointments are conducted efficiently and professionally, optimizing sales processes, and increasing customer satisfaction.

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### **Preparation made easy**

In a highly competitive environment, proper preparation is the cornerstone of success. This is where POLUMANA® comes in handy. The app not only contains all relevant CRM master data, but also the complete purchase history of your customers, as well as all visit reports. The tedious process of compiling information before sales meetings is therefore a thing of the past. This increases your chances of success. After the appointment, visit reports are automatically generated by the app - saving you valuable time.

## WIDE-RANGING SALES SUPPORT

### Mobile CRM

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- Integrated customer view with data from ERP and CRM (if available).
- Mobile capture of visit reports, tasks, opportunities, and more.

### Multimedia Sales Support

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- Offline-capable, multimedia presentations with e.g. videos, photos, PDF documents
- Integration of marketing campaigns, step-by-step instructions, etc.

### Mobile Itinerary Planning

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- Automatic optimization by means of AI
- Consideration of sales figures, due dates and customer potentials



### Digital Product Catalog

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- Unlimited offline objects in the app
- Multimedia preparation (PIM/CMS)
- Cross- and upselling

### Mobile Order Entry

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- Incl. offline conditions, pricing & inventory information from ERP
- Different order types, such as quotations, manual stock, blanket orders

# PUTTING THE DIGITAL TRANSFORMATION INTO PRACTICE

**With the POLUMANA® sales app,  
you benefit from:**

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- ✚ **All information in one application:**  
POLUMANA® combines data from all common systems such as CRM, ERP, product catalog or media database.
  - ✚ **Cost-effective flexibility** when adapting applications to new requirements.
  - ✚ **Offline access** to data in real time
  - ✚ **Hardware independence** – whether Apple, Android or Windows, POLUMANA® is ready for all devices.
  - ✚ **Seamless integration** into your existing SAP or Microsoft solutions.
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BLUE-ZONE GmbH is a manufacturer of software applications with over 20 years of experience in the end-to-end automation of business processes. The products, such as the POLUMANA® service and sales app, aim to make companies more efficient and successful. Over 18,000 active users confirm that we are on the right track.

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