



## Hyntelo AI Solutions Offering

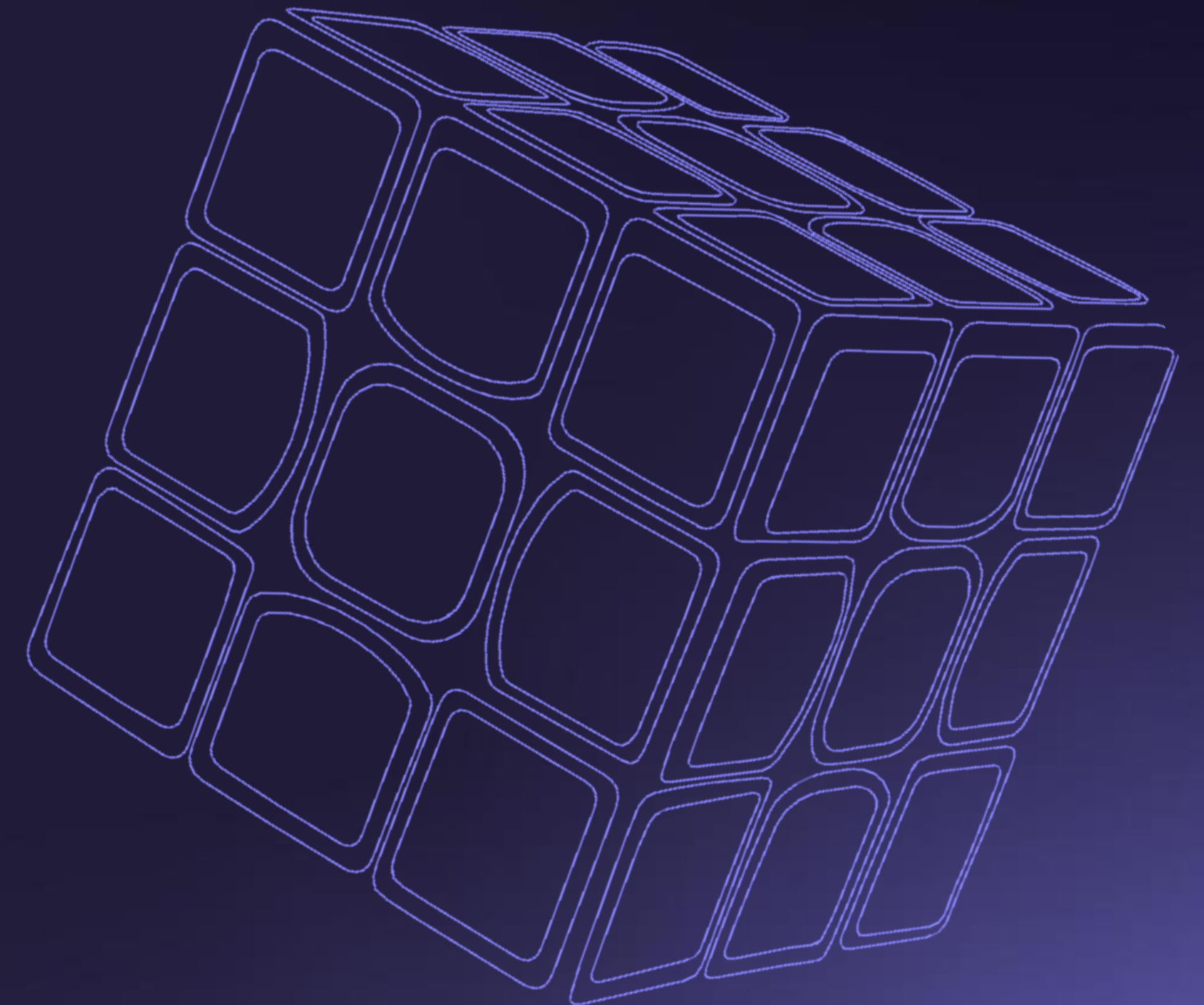
2024





**We help companies  
innovate with AI solutions**

Our mission is to develop agile, data-driven digital solutions designed to support management decisions based on the analysis of large and diverse sources of data.



# Hyntelo is a Veeva global partner



Since 2024

As the first European Veeva AI Partner, Hyntelo will develop **GenAI solutions** powered by Vault data and seamlessly integrated with Veeva applications.

### Complementary Solutions

Veeva CRM and Vault CRM, PromoMats/MedComms



Since 2021

As Veeva Product Partner, Hyntelo has **tools, training, best practices and support resources** to enable the seamless integration of its solutions with Veeva.

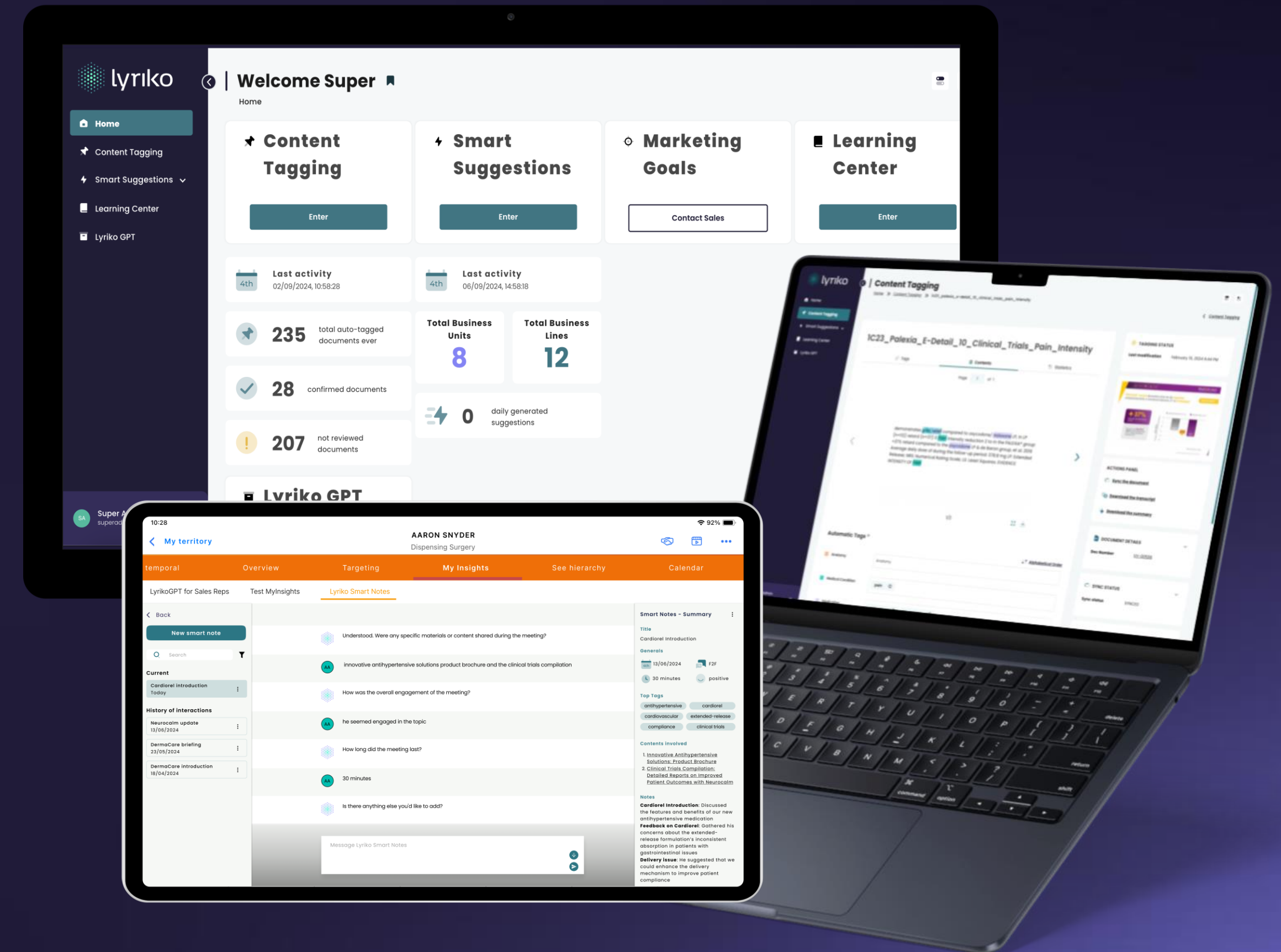
### Complementary Solutions

Commercial Solutions, Veeva CRM, Veeva CRM Suggestions and Vault CRM, PromoMats/MedComms

# Our flagship suite for Pharma & Life Science



A suite of AI solutions  
to improve content effectiveness  
& boost sales force results



# Main Lyriko features embedded within Veeva ecosystem

## CONTENT LIFECYCLE



Content  
Auto-Tagging



MLR  
Acceleration



Content  
Similarity

## COMMERCIAL PERFORMANCE



Next Best  
Action/Content  
Suggestions



Pre & Post  
Interaction  
Assistant



# Content Auto-Tagging

Our AI-driven solution Lyriko Tagging automates the tagging of **multimedia content** using a **customizable taxonomy** that can be trained to meet the specific needs of each client. The tagging **accuracy** is exceptionally high, ensuring reliable metadata.

Users can then confirm or modify tags through a user-friendly interface, ensuring the **seamlessly synchronization of** the tagged content with Vault PromoMats.

## EXPECTED BENEFITS



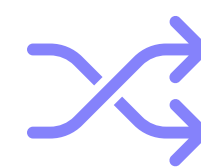
Significant **time & labor savings**



Minimize **human efforts & errors**



Enhance content **search, reuse & similarity analysis**



Enhance **orchestration & monitoring**





# Content Similarity

Lyriko Content Similarity is an AI-powered tool enhancing document management by **automating content comparison**.

Lyriko Similarity is designed to detect document and images similarity, enabling marketing teams to **track document reuse** across local markets, providing insights that drive content adoption and optimize budget allocation. By identifying **patterns in content reuse**, Lyriko helps **streamline marketing strategies**, ensuring more efficient content production and targeted resource investments.

## EXPECTED BENEFITS



Optimize content strategy across regions



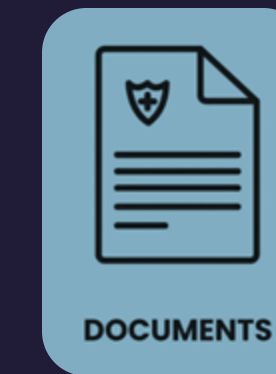
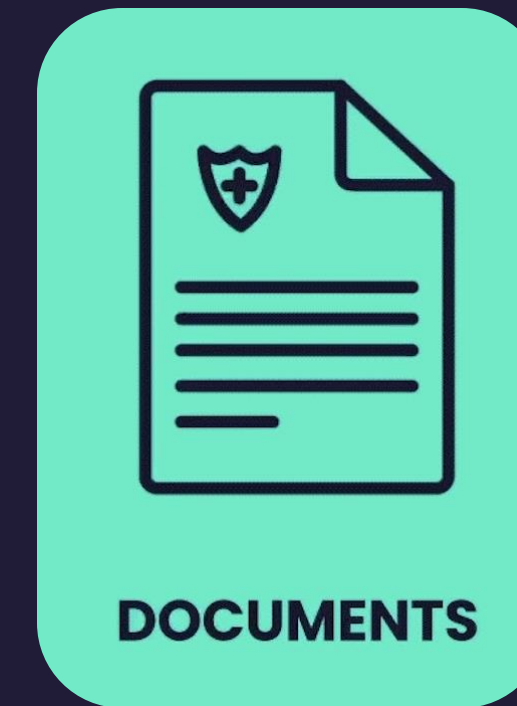
Enhance content monitoring ensuring consistency



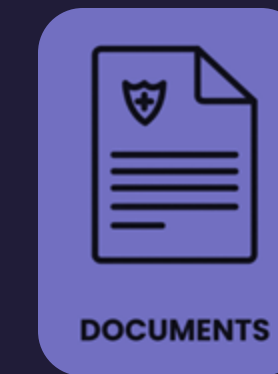
Improve budget efficiency and allocation



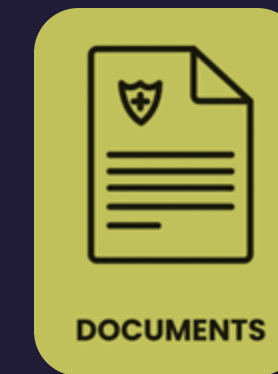
Faster time-to-market and approval process



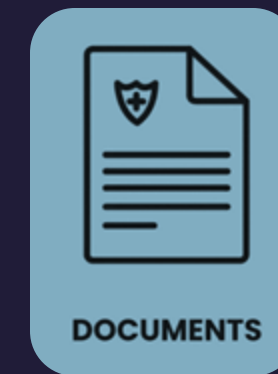
70%



85%



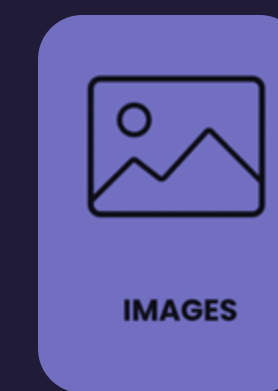
92%



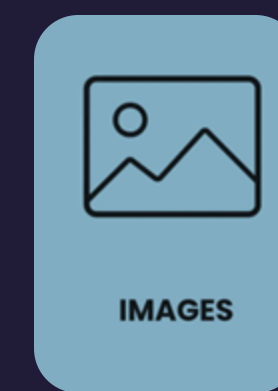
75%



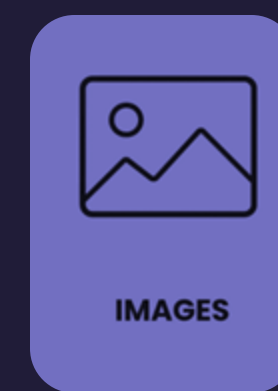
90%



85%



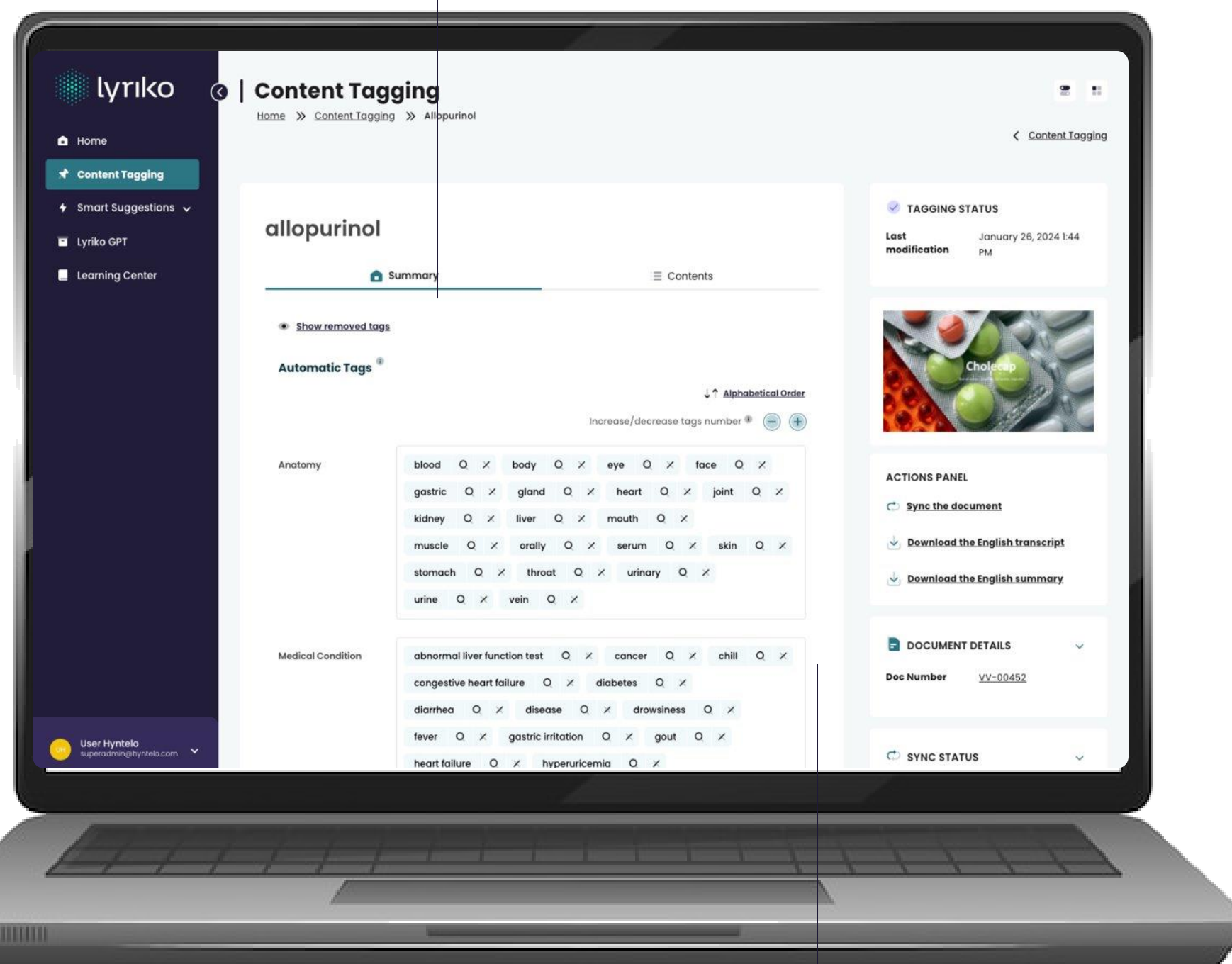
75%



89%

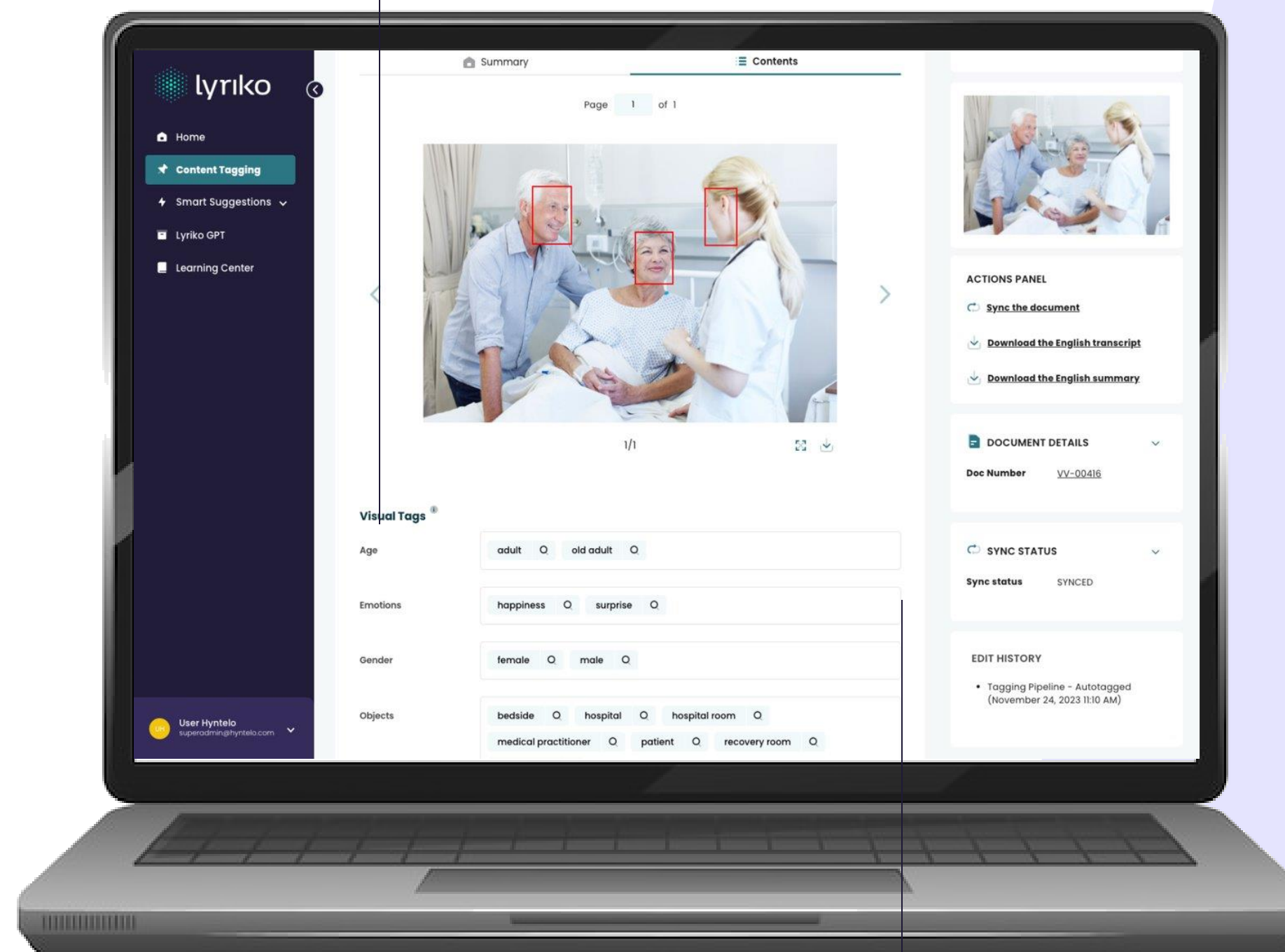
# Content Auto-Tagging + Similarity

Lyriko retrieves assets in scope and **applies tagging model directly from PromoMats**



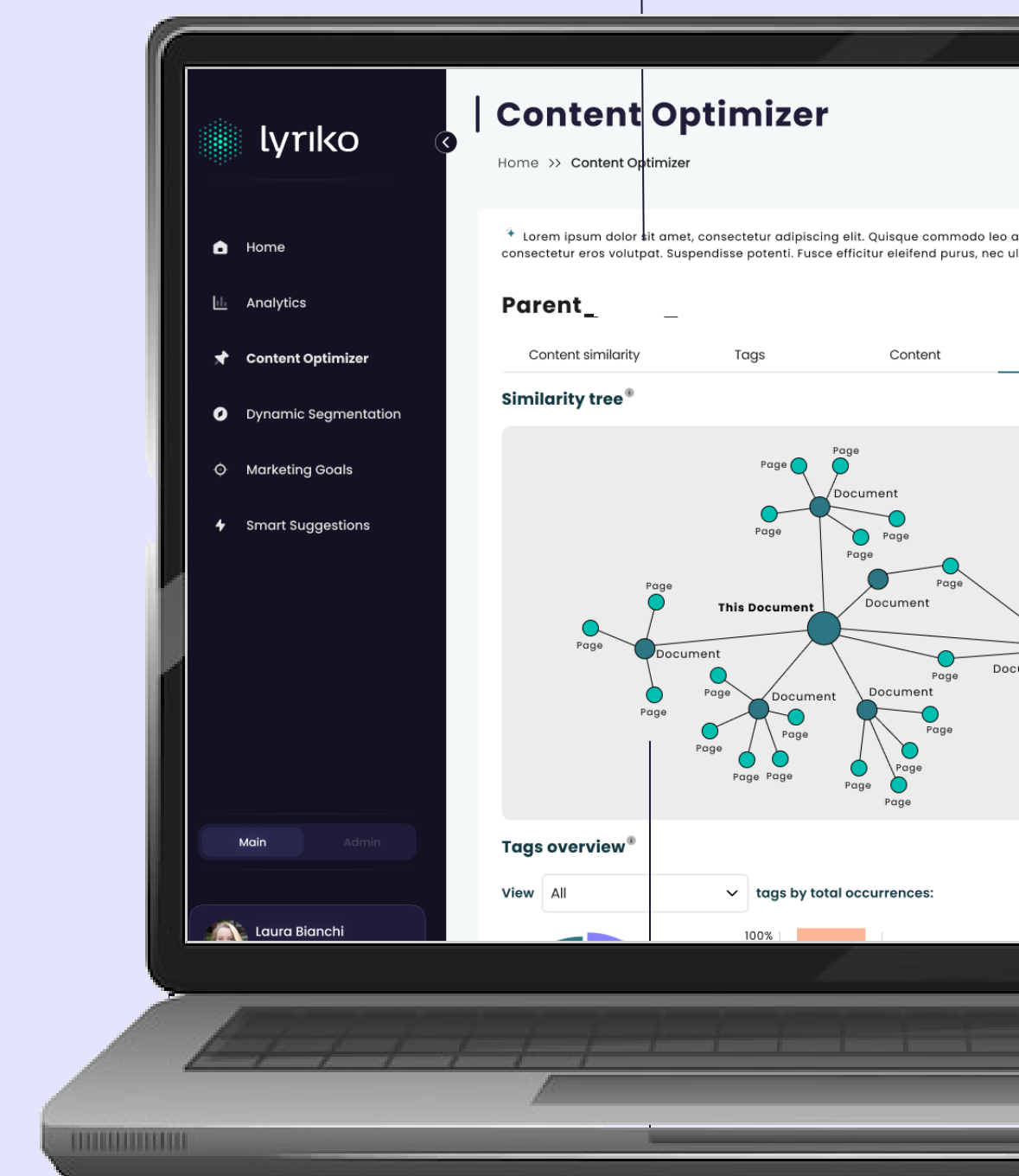
Tagging models can be **customized on client's specific taxonomies**, even in case of cross dependencies

All tags are **synchronized** back, **enriching PromoMats** with metadata



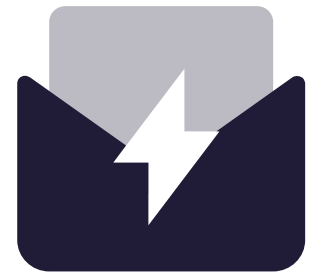
**Tags are extracted at page level**, both object and people recognition are enabled functionalities

AI functionalities produce document **summarization** and transcript available for download in **75 languages**



**Similarity score** at document level to monitor reuse, maximize adoption and optimize budget allocation.





# MLR Acceleration

Lyriko MLR Accelerations is an AI-powered tool that simplifies the **automation of pre-checks**, covering everything from spelling and grammar to claims, disclaimers, and client-specific custom checks. It ensures consistency in both medical and marketing tone of voice, while also handling legal and regulatory compliance.

Integrated with Veeva, it not only automates these tasks but also **notifies users of progress**, generating **comments directly in Veeva PromoMats** and highlighting key text for easy verification.

## EXPECTED BENEFITS



Reduce avg. number of review rounds



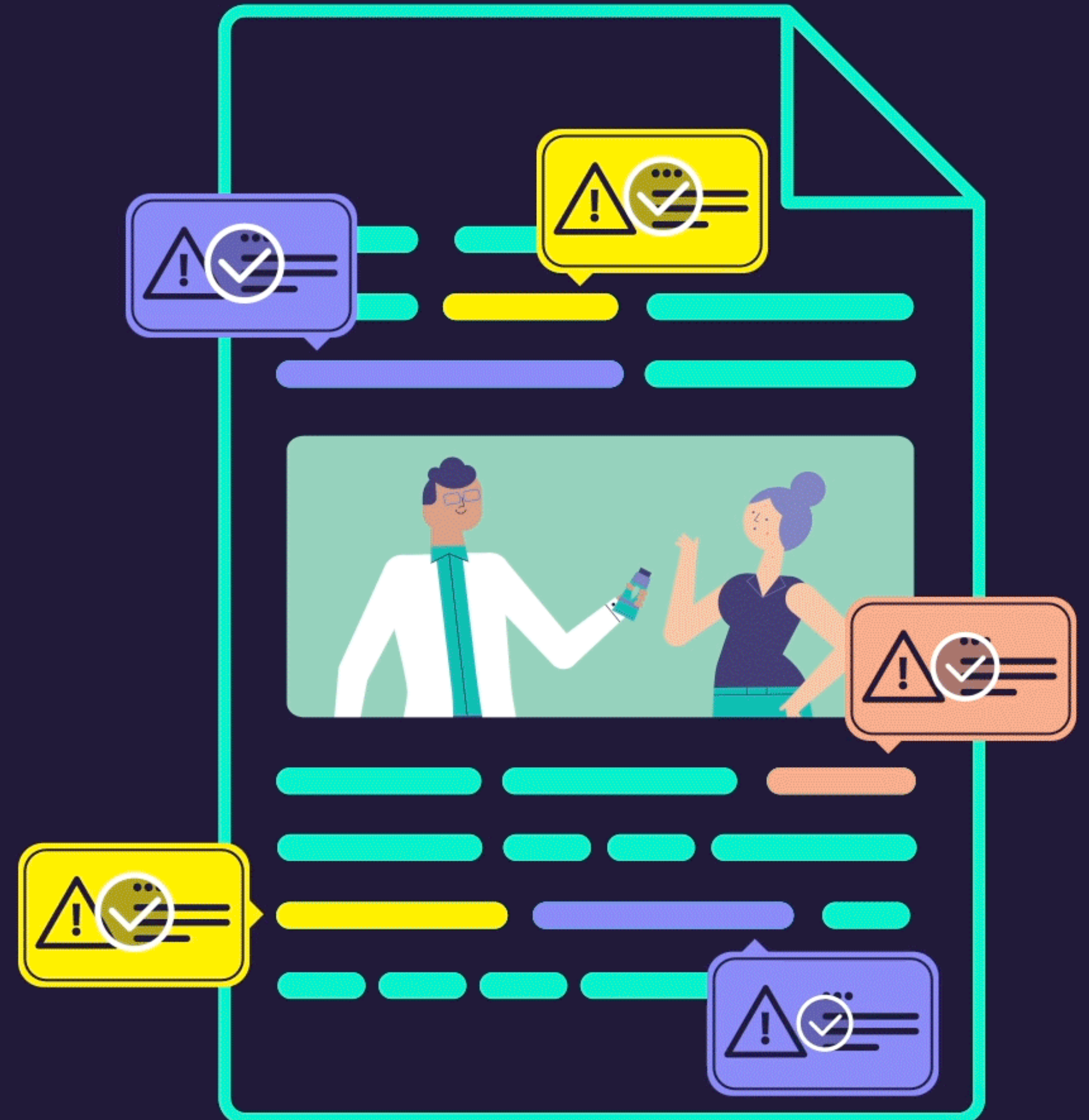
Improve first-time accuracy



Shorten asset review time



Increase content creation & time to market

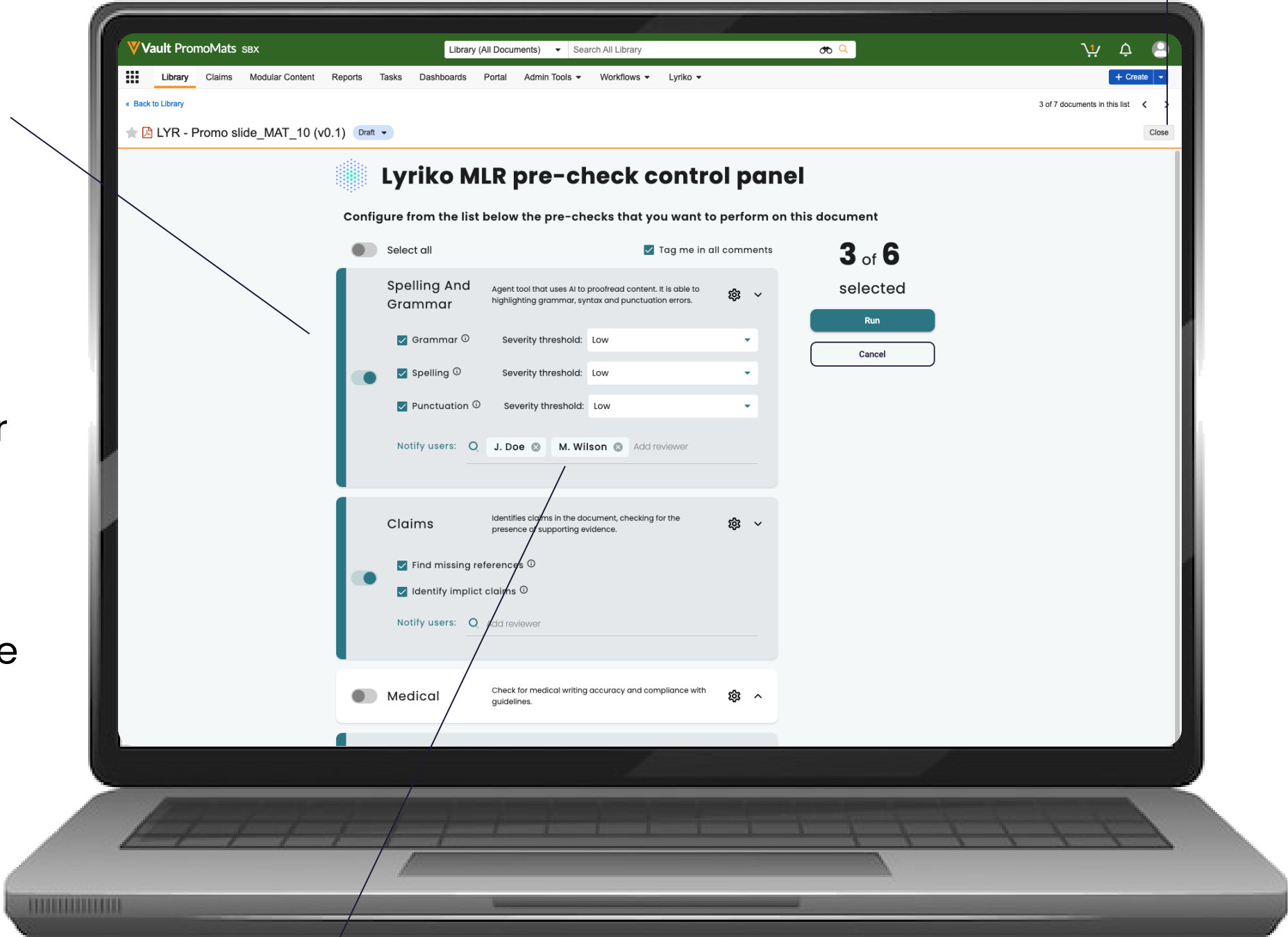


# MLR Acceleration

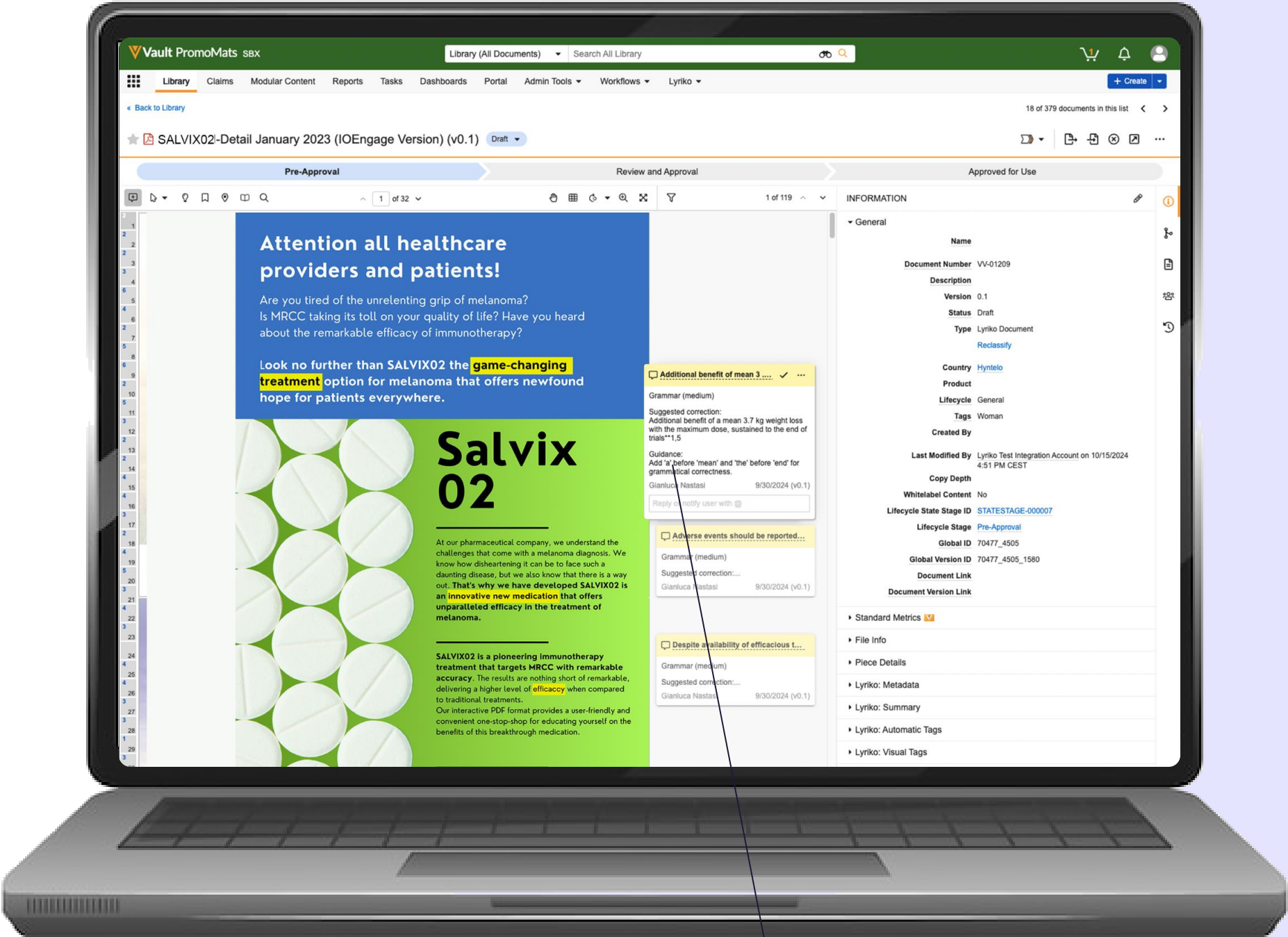
Integrated within Veeva PromoMats

Lyriko allows automation of different pre-checks:

- Spelling And Grammar
- Claims
- Disclaimer
- Client custom checks
- Medical tone of voice
- Marketing tone of voice
- Legal
- Regulatory



Possibility of **notifying** Veeva users about the process



Lyriko **automatically generates comments** applied on Veeva PromoMats and underlines text part to verify



# Next Best Action/Content Suggestions

Lyriko Suggestions is our tool for **optimizing HCP engagement** by providing **actionable recommendations** directly within MyInsights in Vault CRM and Veeva CRM.

It helps reps **prioritize** interactions, select the **most relevant content**, and choose **the best communication channels**, leveraging data stored in the CRM to guide decision-making through a user-friendly interface.

## EXPECTED BENEFITS



Boost rep's **daily workflow** & satisfaction



Enhance **coverage** & call planning



Increase interactions **personalization**

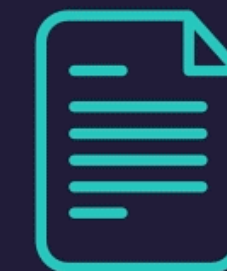


Ensure content **reuse** & **key-message adherence**



Hello John. I suggest you **schedule an appointment** with Dr. House soon, as it's been a while since your last visit.

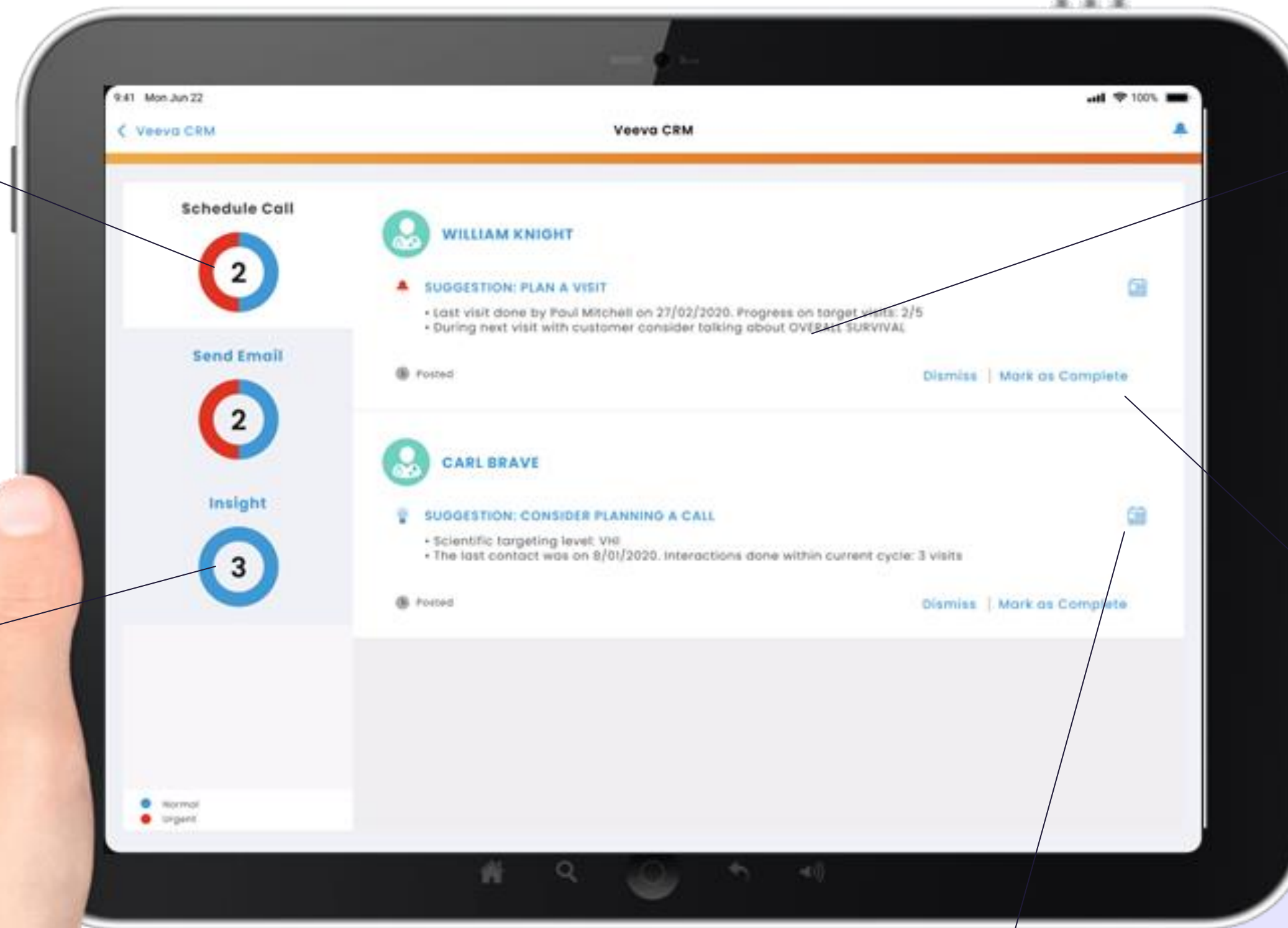
Last week, Dr. House published an article on **dysplasia in The Lancet**. You could discuss the new Displasyx with him, which has proven to be very effective in treating the condition. Here are the most relevant documents:



# Next Best Action / Content Suggestions

Lyriko compute suggestions priority based on **HCP profile and past interaction history**

Lyriko provides **timely granular insight** to support meeting preparation



Lyriko **explainable AI** leverages marketing inputs for personalized suggestions generation that optimize REP performances

REPs feedback are one of the key ingredients that boost **Lyriko suggestion accuracy**

REPs receives also a suggestion on **the best next content** to present to HCPs



# Pre & Post Interaction Assistant

**Lyriko Assistant** supports HCP interactions both before and after meetings, directly within MyInsights in Vault CRM and Veeva CRM.

**Pre-interaction:** Reps can **ask the chatbot** for guidance on content recommendations, past interactions, prioritization, or any other CRM data, all through an intuitive interface.

**Post-interaction:** **Lyriko initiates a conversation** to simplify data entry and insights collection, asking about key topics, sentiment, and action items.

## EXPECTED BENEFITS



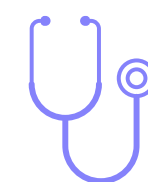
Reduce time spent on note-taking



Simplify & standardize data collection

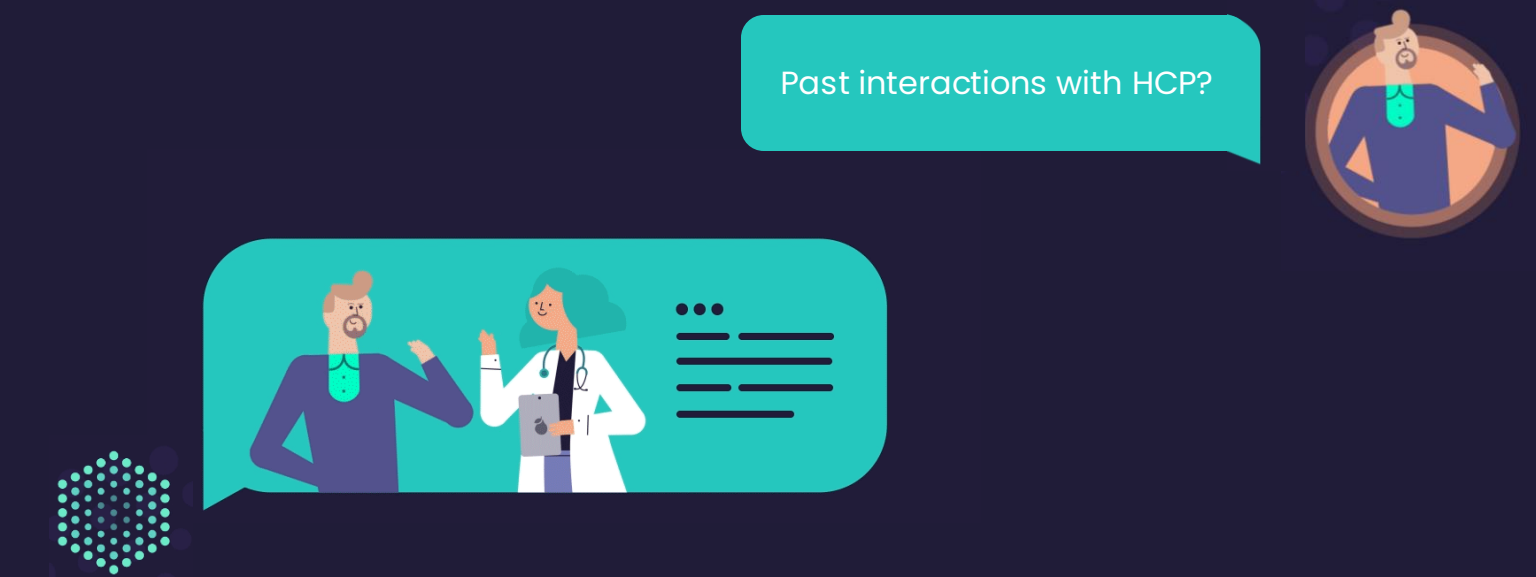


Gather actionable insights from interactions



Enhance HCP personalized relationship

### 1 – PRE-INTERACTION PREPARATION



### 2 – HCP INTERACTION



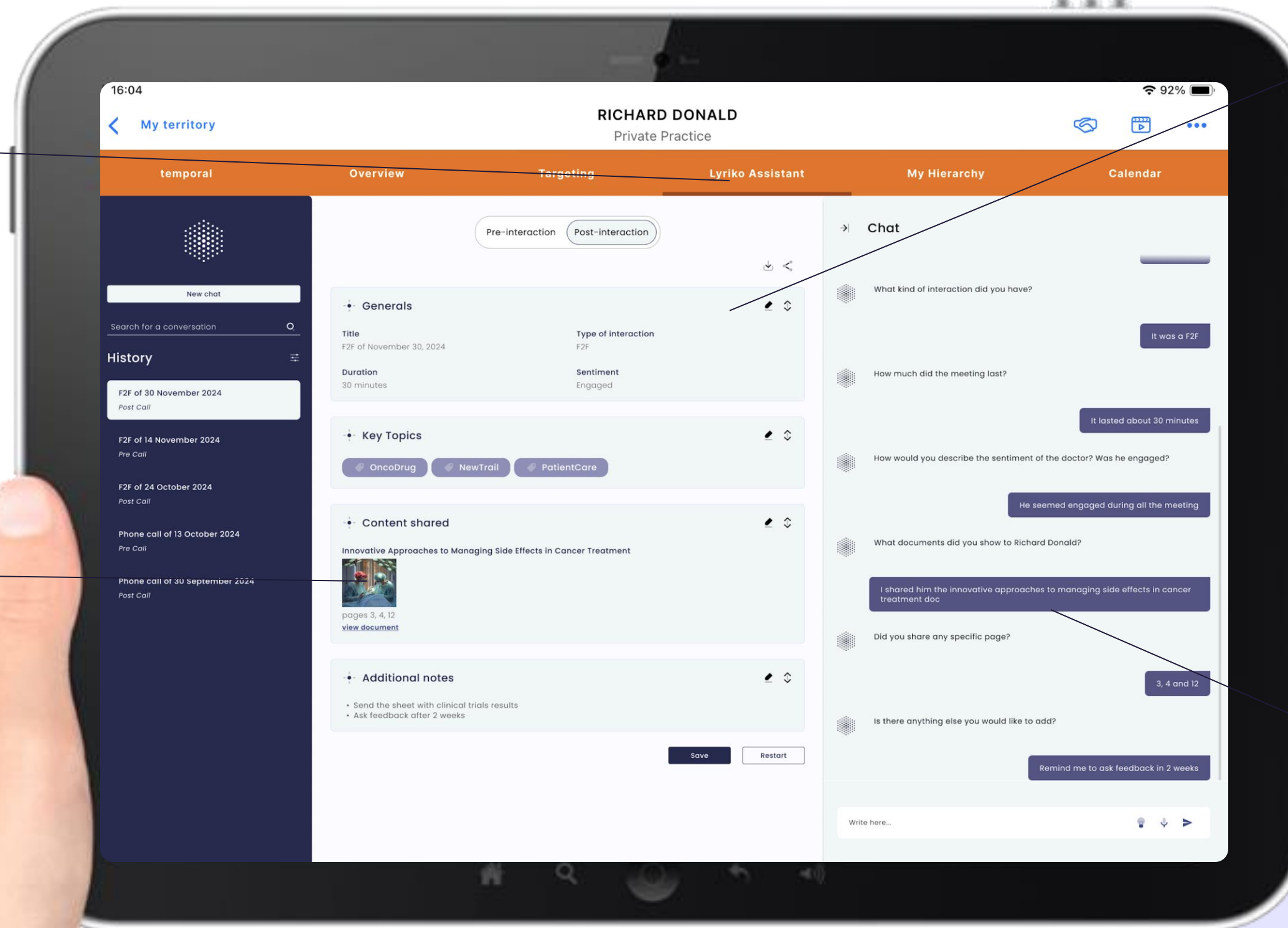
### 3 – POST-INTERACTION SUMMARY



# Pre & Post Interaction Assistant

Lyriko **levareges**  
MyInsights sections

The REPs have a simple way to **summarize**, prepare **questions and answers** about the promotional content to be presented



Lyriko automatically creates a card with the most **relevant information for the meeting preparation** based on CRM data

Thanks to the conversational interface (voice included), the **REP is encouraged to record notes about the interactions**, and the information are synchronized within the CRM

# Those who have chosen us



hyntelo

**Thank you.**