Persistent's E-Detailing: Smarter Sales Engagement for Life Sciences

About Persistent System

Persistent Systems (BSE & NSE: PERSISTENT) is a global IT services leader in Digital Engineering and Enterprise Modernization. With 23,200+ employees in 19 countries, it drives AI, cloud, automation, and CX transformation for businesses across industries. A UNGC participant, it's carbon-neutral and India's fastest-growing IT brand in 2024.

What we offer

Persistent's cutting-edge E-Detailing solution transforms life sciences sales presentations for HCPs by seamlessly rendering diverse file formats, including PDFs, docs, images, and audio files. The platform supports both online and offline content display, ensuring uninterrupted engagement. Sales teams can automatically share content via email, enhancing customer interactions. With built-in analytics, organizations gain valuable insights into content usage-tracking which materials were presented to which HCPs. Designed for global use, including German healthcare organizations, E-Detailing ensures compliance while driving more effective, data-driven sales engagements.

What our customers are saying

"Persistent's E-Detailing solution has streamlined our sales presentations, enabling seamless content delivery and deeper engagement with HCPs. The built-in analytics provide invaluable insights, enhancing our sales strategy."

– ,Head of Sales Operations,, A German Healthcare organisation

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Why Microsoft 365?

Save your company money

Microsoft 365 is available as a simple monthly subscription. Avoid large up-front costs for new software while moving the cost of IT from capital to operating expense. And without on-premises servers to run email, websites, and document storage, you can reduce energy costs and save by no longer purchasing new server hardware.

Scale your business quickly and flexibly

Microsoft 365 grows with you on the Microsoft Azure cloud. Adding a new user is as simple as buying an additional license, which allows access to business-critical technology on up to five PCs/Macs and five mobile devices. Microsoft 365 provides many plans to fit the right capability needs and price points for each user in your organization.

Technical support

Your Microsoft 365 subscription comes with 24/7 support from a global network of experts, with one-hour response for critical, service-impacting events.

Financially backed SLA

Get peace of mind knowing your services are available when you need them with a financially backed, 99.9% uptime service-level agreement.

Simplified IT management

Reduce headaches by reducing your IT infrastructure. Content lives safely in globally distributed data centers with continuous backup and disaster recovery abilities.

Key use cases

Business-class email
Build anything from lightweight websites to multi-tier cloud services that scale up as your traffic grows.

Cloud storage
Rely on geo-redundant cloud storage for backup, archiving, and disaster recovery.

Meet online
Get actionable insights from your data by taking advantage of a fully compatible, enterprise-ready Hadoop service.

Collaborate, chat privately
Accelerate your mobile app development by using a backend hosted on Microsoft Azure.

Microsoft 365

Microsoft 365 is a cloud-based subscription service that brings together the best tools for the way people work today. By combining best-in-class apps like Excel and Outlook with powerful cloud services like OneDrive and Microsoft Teams, Microsoft 365 lets anyone create and share anywhere on any device.

Learn more at www.microsoft365.com

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