



Veeva Summit Europe

2025

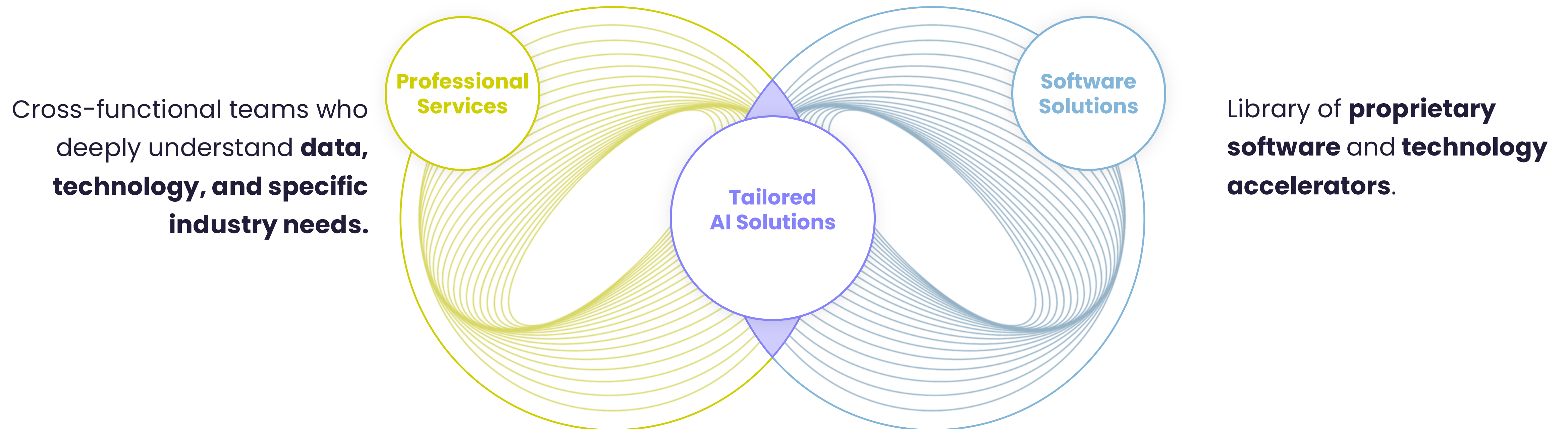


We **augment human intelligence**
with innovative **data and AI solutions**
that drive growth and empower our
customers **make an impact.**



Why Choose Hyntelo?

At Hyntelo, we merge exceptional people with innovative technology to create transformative business solutions. Our unique approach delivers both immediate value and long-term strategic advantages.



By combining services and software, we create AI Point Solutions that are **tailored** to our customers' business needs, **delivered** at speed and **scale**.

Our Experience in Pharma & Life Sciences



6 certified Hyntellers
Partner since 2021
1st AI partner in Europe, only Italian



2021-2022-2023 Hype Cycle Life Science Commercial Operations
2022 How Life Science CIOs can revitalize Content IT Systems



2024 Life Science Next-Generation CE

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.

Applications

- Content Auto-Tagging
- Next Best Action Rep Chatbot
- MLR process
- Pre-call insights

Complementary Solutions

Veeva Vault CRM, Veeva Vault PromoMats, Veeva Vault Platform



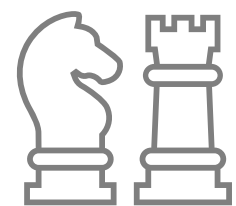
Since 2021

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

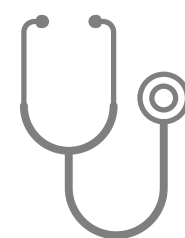
Complementary Solutions

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

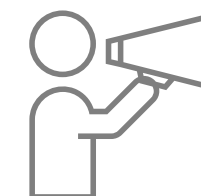
Our Expertise



Commercial Excellence



Medical Affairs



Marketing & Brand



Clinical Development



CUSTOMER ENGAGEMENT



CONTENT LIFECYCLE



DATA, INSIGHT & ANALYTICS



CUSTOM AI SOLUTIONS

Selected Solutions for Pharma & Life Science



CUSTOMER ENGAGEMENT

Next Best Action – Pre/Post Assistant – KOL Portal – OCR Sample Tracker



CONTENT LIFECYCLE

Content Tagging & Similarity – MLR Pre-Check – AI Content Assistant
Personalized Marketing Emails – HCP Personalized Web Portal



DATA, INSIGHT & ANALYTICS

Next-Gen AI Sales Dashboarding – E2E Content Dashboarding
Sales Forecasting Dashboarding – Clinical Trials Intelligence Platform



CUSTOM AI SOLUTIONS

Clinical Trial Agenda Optimizer – Patient Tracking App



One platform to orchestrate engagement, content, and data.

Lyriko is a **modular enabler platform** that lets you scale and seamlessly interconnect all its modules.

As a **plug-and-play SaaS solution**, it integrates effortlessly with any CRM, equipping pharma companies with **end-to-end capabilities** in customer engagement, content orchestration, and data insights.

Customer Engagement

+12% sales rep coverage
+15% message reach

Content Lifecycle

95% tag accuracy
+44% 1st round approval
+32% content performance



Data, Insight & Analytics

+insights based on data



Come and meet us!



Luigi Cammi
Chief Sales Officer
Pharma & Life Science
l.cammi@hyntelo.com

hyntelo[!]