




Translating Machine Learning into Commercial Success

Verix's AI/ML platform enables effective engagement of accounts with focused and highly precise messaging.

A leading provider in the US market of medical radiology devices and related parts and substances, significantly boosted sales outcomes, and met multi-channel needs, within 3 months of Verix implementation.

- > When is the optimal time to offer a device upgrade?
- > Which are the highest potential opportunities to offer additional equipment and materials?
- > What is the probability for sale of a new device?

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|---|---|
|  <p>3-6X ROI On first year's implementation investment</p> |  <p>+12% Substances market share growth</p> |
|  <p>+15% Field force efficiency</p> |  <p>+10% Analytics team efficiency</p> |
|  <p>>90% Consistent utilization across various roles</p> |  <p>+9% Device sales growth</p> |

| Traditional targeting approach | vs. | Platform based AI/ML approach  |
|---|-----|---|
| Business rules based | | AI / ML models manipulate dozens of account-specific variables at the same time |
| Device & consumables models were built independently | | Analyze both, device and related consumables data. Combine variety of data (usage, service calls, consumables orders, and more) |
| <ul style="list-style-type: none"> ● Age based rules for devices ● Volume-based rules for consumables | | ML algorithm constantly takes new data into account and improves predictions |
| Manual and repetitive creation of one-and-done models | | <ul style="list-style-type: none"> ● Fully automated operation ● Scalable ● Repeatable models can be used time and again ● Consistent & accurate ensures users' trust |

” “Now we can proactively help the teams pinpoint what requires attention, what they should focus on next, and where might they have risks or opportunities”
- Senior director of data analytics

