

# Commercial excellence driven by technology

## The simplest way to make your commercial teams more effective

Pitcher's Super App for sales enablement empowers your commercial teams, helping them to succeed. The Pitcher Super App has been developed to support and streamline all customer interactions along the buyer journey, so your teams can focus on what they do best: engaging your customers. Developed with your industry's best practices in mind, the Pitcher Super App aligns your marketing and sales activities at the click of a button, from home, in the office or on the go.



**Read success stories**  
pitcher.com/success-stories

## Why use the Pitcher Super App for sales enablement?

It's the all-in-one marketing and sales enablement solution to elevate your HCP interactions.



### Closed Loop Marketing

Highly engaging, non-linear personalized customer journeys using a variety of content formats.



### Remote Detailing

Connect remotely through any channel and initiate a screen broadcast from your device with just a few taps.



### Content Sharing

Rep Triggered Email allows the user to share compliant content, in a user- and customer-friendly way, thereby extending the engagement.



### MSL Collaboration

Differentiate MSL engagements from commercial detailings and develop trusted collaborative relationships.



### Sample Management

GxP compliant sample drops from warehouse to employee «trunk stock» to HCPs signatures. Never lose track.



### Order Management

Recommend orders on the go and stay competitive based on a smart mobile pricing engine (incl. CPQ).



**Request a demo**  
pitcher.com/request-demo



Route Planning Optimization



Pre-Call Planning



Account Management



Post-Call Activities



Task Management



Sales Presentation



Multichannel Engagement



Remote Detailing



Self-Guided Detailing



Learning Portal



Sales Coaching



Team Collaboration



## Accelerate your business now

Streamline and scale your operations supported by flexible, intuitive, secure and compliant multichannel technology that can seamlessly integrate into your existing CRM. One single entry for all your reports, data analytics and CRM information. Customer data is visible and available offline and on the go. Pitcher offers global support and professional deployment worldwide for the smart application that adapts to your needs.

**Marketing:** Easily disclose, transform and manage all your compliant digital content and increase HCP engagement by insights.

**Sales:** Focus on your prospects and customers – increase the effectiveness of your commercial processes, and optimize processes, activities and time before, during, and after each customer meeting.

**Medical:** Focus on your key stakeholders and opinion leaders – ensure that your scientific interactions are compliant and cost-effective. Drive deep engagement before, during and after any stakeholder interaction.



**Request a demo**  
[pitcher.com/request-demo](https://pitcher.com/request-demo)



## Total economic impact study by Forrester 2020

**364 %**

ROI\*

**\$17.9 m**

savings in administrative time  
for 2'700 field reps in 3 years\*

**+19 %**

increased productivity  
for marketing team\*

**<3 month**

payback period\*

**+45 min**

field rep's save 45 minutes  
a day on admin tasks\*

**-71.5 %**

printing costs  
reduced by 71.5%\*

**\$24.1 m**

total benefits (risk-adjusted)  
over 3 years\*

**50-100 %**

longer meetings with cus-  
tomer, prospects, providers\*

\* from «The Total Economic Impact of Pitcher», a commissioned study conducted by Forrester Consulting on behalf of Pitcher published in May 2020



**Download Forrester Study**  
[pitcher.com/download-forrester-study](https://pitcher.com/download-forrester-study)

## Pitcher is a leading global technology provider for sales enablement and customer engagement.

Since 2011, the Pitcher Super App for sales enablement has been serving Fortune 100 and Fortune 500 customers in more than 140 countries. Its dedicated teams of technology and marketing experts are at the forefront of digital sales and multi-channel customer experiences in the life science, consumer goods, manufacturing and financial service industries among others.

Pitcher offers an end-to-end solution that integrates with Salesforce, SAP, Oracle, Microsoft, and many more. And we truly believe that an intuitive technology is key to elevate customer excellence while increasing the effectiveness of commercial operations.

Zürich • Barcelona • London • Munich • Budapest • Istanbul  
Ankara • New York • Mexico City • Singapore • Shanghai

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