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Indegene announces launch of its Full Stack Solution for life sciences commercial execution

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Indegene announces launch of its Full Stack Solution for life sciences commercial execution Indegene Omnipresence brings a new alternative to the life sciences commercial execution software space.



Indegene Omnipresence brings a new alternative to the life sciences commercial execution software space. Until now CRM/SFA choices for life sciences manufacturers have been limited to just one or two global providers especially when looking at full stack solutions, which package together the CRM backbone with the multichannel customer engagement tools as well as some of the supporting content management and analytics capabilities.

The Indegene Omnipresence full stack solution leverages the capabilities and assets of the Microsoft Cloud including the business process suite of Dynamics 365, the Office productivity suite and cloud services, and all of the power of Cortana Analytics, Azure Machine Learning, and the Azure planet-scale compute and security.

“In Omnipresence we've put together our 20 years of experience in life sciences sales and marketing and the various digital solutions we have developed over this period, together with the powerful technologies from Microsoft like the Dynamics 365 CRM, LinkedIn, and Office tools,” said Sanjay Virmani, EVP Indegene. “We're launching this in North America today and in China in about exactly a month, and then everywhere else by the end of this year. Bringing Indegene and Microsoft together provides a new alternative in the CRM/SFA space for life sciences, which hasn't been around in quite some time and alternatives are essential for innovation, I think. So we're very excited about this launch.”