



Consumer Health Innovation Day Paris 2025

April 29, 2025



CT Innovation Days

2019

2022

2023

2024



Pharma
11.2024



CPG
04.2025



Key objectives of our Innovation Days

- Enabling customer to customer collaboration
- Sharing best practices and lessons learned
- Crowdsourcing business ideas & solutions
- Getting inspiration for innovations, roadmap
- Making new friends!

Welcome to the first CH Innovation Day event



L'ORÉAL



sanofi



STALLERGENES GREER



BearingPoint.



allegory capital



concentrix

mangabey

UPLIFT
FUEL YOUR POTENTIAL





Thank you

Customertimes is a digital service provider delivering true business transformation



Global IT Engineering

Product development, consulting, integration, and managed services for Enterprise Cloud Solutions from **Project to Program to Product**

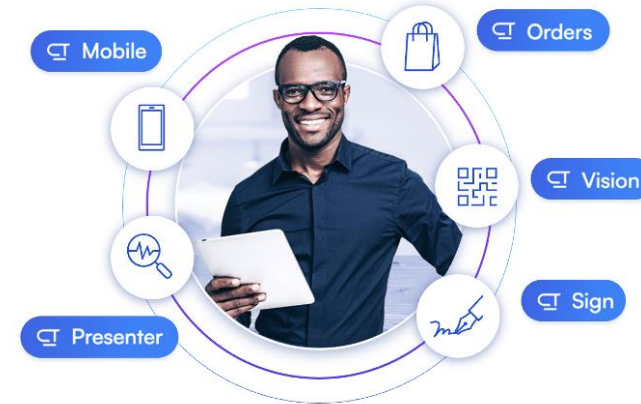


Five key verticals

- CPG & Consumer Health
- Life Sciences & Healthcare
- Manufacturing
- Insurance & Fin.Services
- Software Vendors



Leading ISV & PDO



35 000+
Users globally



15+

years of client-focused expertise

4000

projects across six continents

1300+

employees

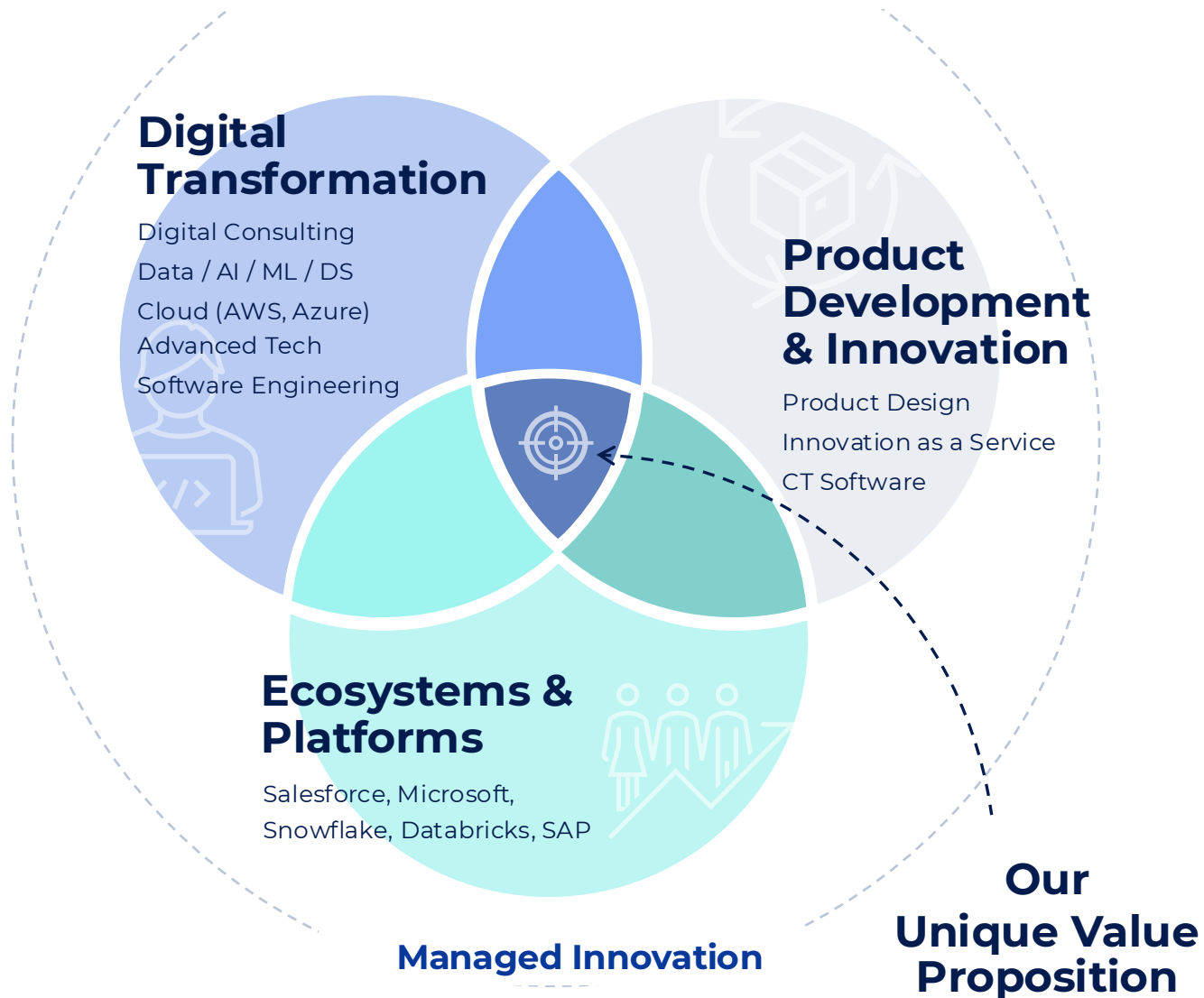
65+

countries where we operate

Recognized by industry leaders:



Three Pillars of our Success



Long-term partnership



12 years



10 years



8 years



7 years



8 years



6 years



6 years



6 years



5 years



5 years



4 years



3 years

A variety of capabilities: from platform integrations to software engineering

Enterprise Solutions



- **Systems Integrator**
- **Independent Software Vendor**
- **Product Development Outsourcer**

- Domain experts
- Global deployment and org strategy
- Accelerators and best practices
- Managed services and support



- TCRM & Tableau
- Data Cloud
- Azure Data Factory

- B2C Commerce
- B2B Commerce
- OMS, Loyalty

- Marketing Automation
- Omnichannel
- CDP



Integration & RPA



- S/4HANA, ECC
- SAP CX Suite
- SuccessFactors, HCM
- Cloud Integration, PI/PO
- SAP BTP Developments

- Reference Architecture
- API Strategy
- Connectors

- AI/ML
- RPA/RPO
- Chatbots

Data & AI



- Data Maturity Assessment
- Data Strategy
- Cognitive & Predictive AI
- ML & AI Models

Enterprise Cloud Services



- Cloud Migration & Support
- Cloud Architecture & Design
- DevOps Implementation
- Product/Platform Development

Data Providers & Regulatory Platforms



- HCP Data
- Prescription Data
- Sellout Data
- Marketshare

- Distributors interconnect
- PharmaML
- National regulatory platforms

CT Team

Hosts



Alexey
PATSKO



Jean-Charles
TOCQUET



Katarina
BINGULA

CT Experts



Atalia
HORENSHTIEN

**DATA
& AI**



Ken
TANTSURA

**PRODUCTS &
AUTOMATION**

14:00 – 14:20 Welcome, Setting the Stage

14:20 – 14:50 **STADA:** Business Transformation Journey with AI & Automation

Willy Tiede
Director Data Analytics and Head of IT UK & Nordics at STADA



14:50 – 15:20 **Next Generation Commercial Excellence:** AI in HCP Targeting, Segmentation and Engagement

Nicholas Rosen
Founder & CEO of Exaris Solutions



15:20 – 15:50 The Role of AI Agents in Transforming the Business



15:50 – 16:10 Coffee Break

16:10 – 16:30 Driving Innovation with GenAI

Tim Ostle
Omni/Open Innovation Domain Manager Europe at L'Oreal



16:30 – 16:50 AI to map your AI journey

Phil Pentland
Sales Director at Soroco



16:50 – 17:10 Compliance Excellence & QPP with Intelligent Automation: Customer Case

Ken Tantsura
SVP, Head of Innovation at Customertimes

17:10 – 17:30 What's Next in Consumer Health and Life Sciences and how to get there with AI and Automation

Atalia Horenshtien
Head of Data and AI Practice, North America at Customertimes

