

E-VAI – the Artificial Intelligence Platform from Eularis Changes the Rules of the Marketing in Pharma

NEW YORK, N.Y. and Tokyo, Sept. 15, 2015 (SEND2PRESS NEWSWIRE) – Eularis announces today the release of E-VAI, the latest development in sophisticated artificial intelligence technology delivering next generation analytics and decision making to Pharma marketers globally. E-VAI changes the game for marketers struggling to understand and get value from their marketing.

For a number of years now, all eyes have been pointing towards the powers of Artificial Intelligence (AI) in business. Eularis to brings this advanced technology into Pharma marketing to reverse the trend of poor marketing and sales results and decreasing budgets. E-VAI takes the same data but delivers more accurate results, faster and provides answers to the questions that marketers need.

Dr. Andree Bates, founder and CEO of Eularis says, “Marketing executives must continuously make complex decisions and the increase in channels, and the market environment itself makes it very difficult to get this right without the intervention of something as sophisticated as AI.”

Eularis has used the brains of top Professors in the field. A comparison of the AI results with those delivered by linear approaches shows much higher accuracy and far superior understanding of synergistic effects.

Prof. Lang, Mathematician, Theoretical Physicist and Data Scientist, when studying the results had this to say: “What Eularis has developed for the Pharma Industry is a thing of beauty. The underlying algorithms are so cutting edge they did not exist 3 years ago. I can safely say that Eularis is the first company in the world to offer this level of sophisticated machine learning based tools, using a live customer focused environment to ensure stronger financial results.”

E-VAI is available now globally and has already been tested on a number of projects across multiple portfolios and markets.

About Eularis:

Eularis is the leading provider of next generation advanced marketing analytics to the Pharmaceutical market. The artificial intelligence powering Eularis analytics enables marketing, analytics and sales executives to achieve faster brand success. Since 2003 the company has developed significant experience in the global pharmaceutical market through client engagements with Boehringer-Ingelheim, Merck, Pfizer, Roche, and many others. To learn about Eularis go to <http://www.eularis.com/>.

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