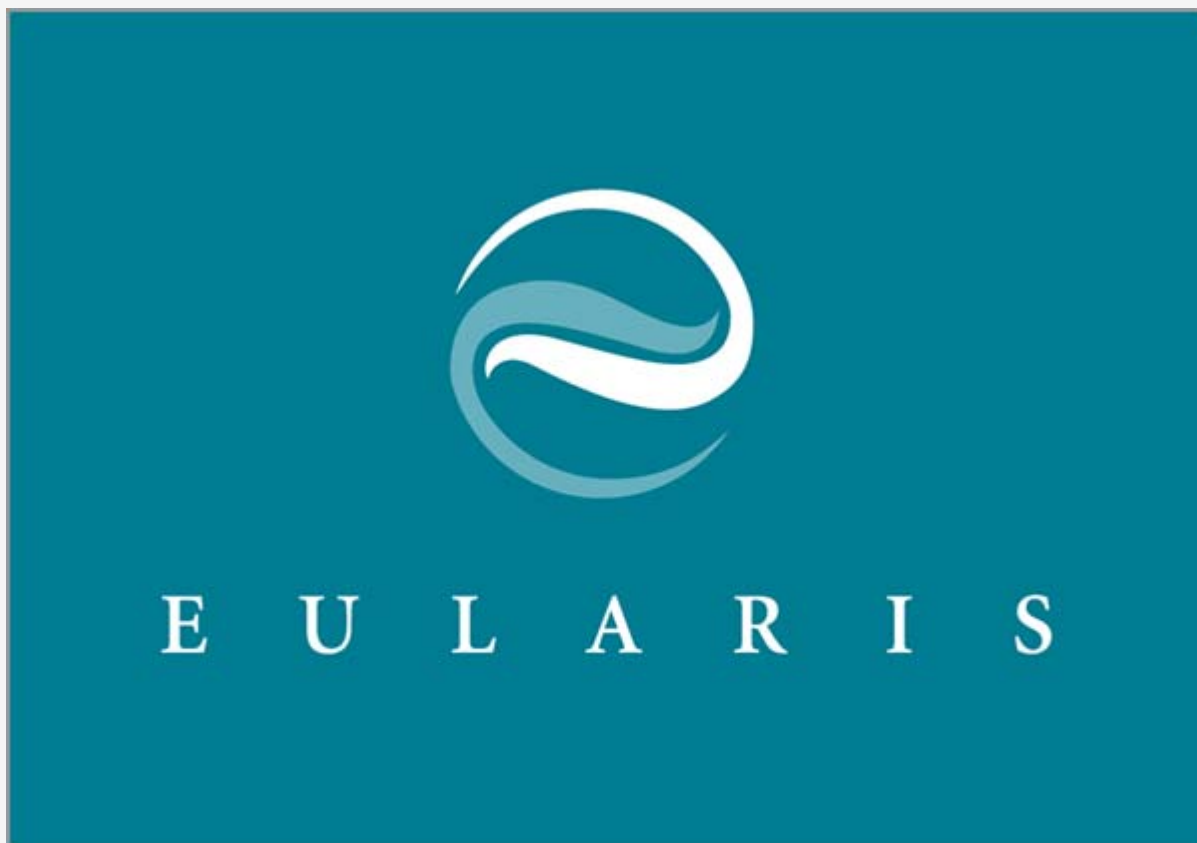


Pharma companies gain competitive advantage from 1 day Masterclass on Artificial Intelligence in Pharma sales and marketing

NEW YORK, N.Y., Aug. 2, 2016 (SEND2PRESS NEWSWIRE) – Eularis announces the release of their one-day Masterclass “Using Artificial Intelligence to Transform Sales and Revenue: What Pharma Need to Know.” Many Pharma sales and marketing teams do not understand the relevance, nor the critical importance, of AI to achieve stronger results in their roles, and believe it is not relevant to them or their job. This is an incorrect assumption. Eularis, at the cutting edge of analytics in Pharma, has launched a one day Masterclass to educate Pharma execs on how this can be applied to their biggest challenges, changing the game for marketers struggling to understand and get value from their marketing data.



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Many in Pharma marketing have heard the terms “big data,” and “Artificial Intelligence” but don’t really understand what they are, or how they apply to their roles in sales and marketing. The application of these technologies lifts the game far beyond what can be achieved otherwise, and in a difficult Pharma market, utilization of these create a strong competitive advantage. By using Artificial Intelligence on their data, Pharma teams get more accurate results faster, and it provides more reliable answers to the challenges that

marketers are facing.

Dr Andree Bates – founder and CEO of Eularis says, “The market faced by Pharma makes it very difficult to get strong results consistently without the intervention of something as sophisticated as AI. It provides a strong competitive edge in order for teams to have all the knowledge and insights they need to beat their competition.”

Prof Lang, Mathematician, Data Scientist, 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.”

Eularis are running these Masterclasses in New York, on 9th September and in London, on 23rd September, 2016. To learn more [click here](#) or visit: <https://goo.gl/azmiBd> (PDF).

About Eularis:

Eularis is the leading provider of next-generation advanced AI analytics to the Pharmaceutical market. The Artificial Intelligence powering Eularis analytics enables marketing, analytics and sales executives to achieve faster profitable growth. Since 2003 the company has developed significant experience in the global Pharmaceutical market through client engagements with Boehringer Ingelheim, Merck, Pfizer, Roche, Shire, and many others.

At <http://www.Eularis.com/> you will be able to download a series of insights and resources.

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