INGENIUX

Ingeniux CXP for Life Sciences

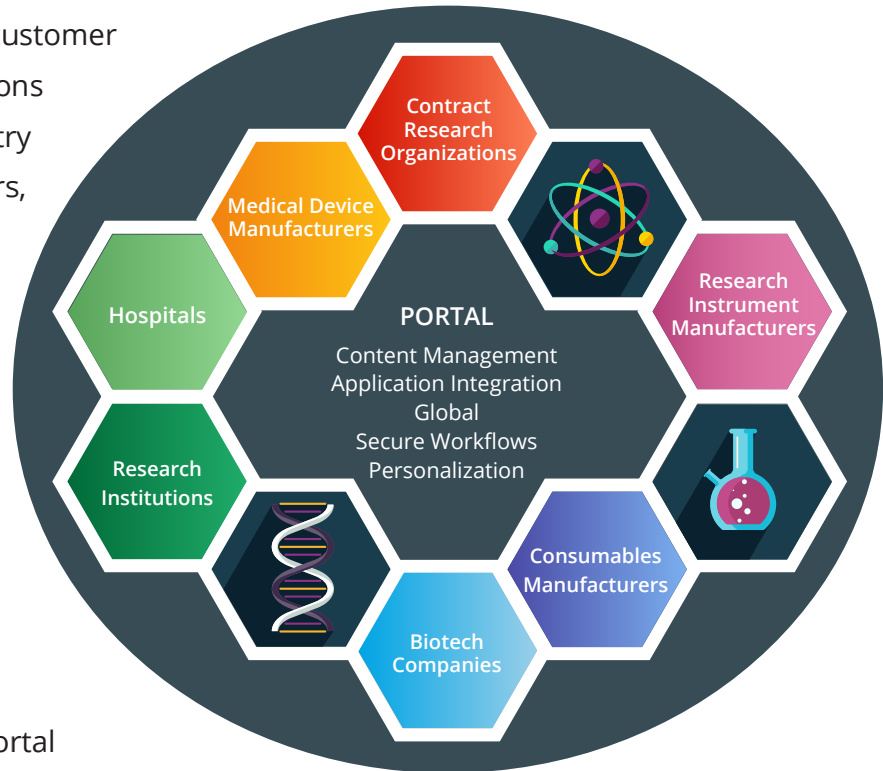# Contents

Life Sciences companies require a powerful modern portal solution that can deliver a wide range of capabilities including customer self-service, secure content delivery and the ability to personalize the experience for customers.

How Ingeniux Supports Life Sciences

Ingeniux delivers a full set of customer portal solutions for organizations across the Life Sciences industry including device manufacturers, contract research organizations, medical technology companies, research institutions, hospitals, biotech companies, and consumables.

With Ingeniux you can:

- Create a secure support portal where customers can access self-service capabilities and get the support they require.

- Manage all your content needs in a central location and publish it out to different channels including apps, kiosks, mobile phones, etc.

- Support regulatory and compliance policies and reduce risk through robust content workflows, security and audit trails.

- Reduce support costs by offering effective case management over the top of your existing CRM.

- Enable online instrument management, including remote monitoring.

- Support effective sales and marketing outreach based on a 360° view of the customer.

Ingeniux Customer Experience Portal for Life Sciences

Ingeniux CXP is a secure portal that delivers all the information your customers (clients, partners, employees) need to be successful. Ingeniux CXP is a unified portal solution that enables a single, seamless, branded environment where customers can access and manage their information and relationship with your organization.

Every organization has different requirements for how they engage and support their customers. We designed Ingeniux CXP to meet the need for flexibility and customization.

At its foundation, CXP provides several things:

- It aggregates information from across disparate systems and information silos, models business processes, and workflows.

- It makes it easier for your customers to engage with you and your products, encourages self-service and reduces the costs associated with traditional support models.

- It encourages loyalty and retention by improving access to information and engagement with your brand.

Ingeniux CXP provides a number of key capabilities that improve the customer experience:

Support and Service

Ingeniux CXP provides enterprise security and integration endpoints to connect all of your applications and online services in a unified customer self-service hub, including service and support tools, instrument monitoring tools, knowledge and community.

Customer profiles are stored in the Ingeniux profile database and connected to the customer profile in your CRM.

This integration enables you to integrate customer ticketing and support information with the customer's portal profile.

Customers can submit support tickets, view current tickets and see past tickets through a real-time integration.

CXP integrates with CRM systems including Salesforce and Microsoft Dynamics, as well as marketing automation solutions like Pardot and Marketo and leading learning management systems such as Absorb.

Built-In Content Management

In addition to pulling in content from other repositories, Ingeniux CXP enables you to create and manage content within the portal itself.

CXP provides full-service content management capabilities including content creation, editing, workflow approvals, and publishing capabilities.

Use Ingeniux Page Builder, a visual design tool for templates and web pages, to enable technical and non-technical users to create and manage responsive layouts easily. Ingeniux web experiences are mobile-friendly out the box, with native support for Bootstrap and Foundation responsive frameworks.

A robust security and permissions system, advanced authoring with structured content, and complete lifecycle management ensure that you can create and manage the experiences you need to support all your customer needs, and you have an audit trail of all changes made and who made them.

Community

Community is often an important element of a portal. It allows customers to share insights and personal experiences on the company's products and services and ask questions from others who use the products.

Collaborative and community capabilities empower your customers to help and learn from each other, including capabilities such as:

- User-generated content, feedback, and interactions
- Forums
- Blogs
- Topic and Interest Groups
- Ratings, Rankings, and Comments
- Surveys
- Alerts
- Notifications
- Forms

Community features are proven to lower support costs and improve customer loyalty and retention. They can also support cross-selling and upselling opportunities.

Search

Ingeniux provides InSite Search – a search engine – fully integrated with CXP out of the box. InSite Search goes beyond traditional search to provide a native search-based architecture that leverages the semantic XML structure of your content, taxonomy, and metadata improving the speed and the quality of search results.

With InSite Search you get a rich set of capabilities including the ability to connect a range of data sources through federation, faceted or guided search, secure search, and multilingual search. It also supports search by location and proximity search. Integrate maps to guide users and narrow search results by location, facility listings, services offered, and other location-based content.

You can customize your search results by configuring search rankings and creating a custom search results UI. InSite Search also provides the ability to perform searches by geolocation.

Multi-Channel Content Delivery

Ingeniux CXP enables you to bring all your information into a single location and share it with your customers. It also enables you to deliver that content to other channels.

Content can be site-specific – with lines of business re-using content for their sites, or you can syndicate it across multiple external sites. Because the content you have in Ingeniux CXP is intelligent and structured, you can deliver it in specific contexts, to specific devices or media, and in multiple languages.

You can publish content to:

- The web in all its formats (website, web application, mobile), including both responsive and adaptive mobile delivery

- Publish to Print (PDF, Word, In-Design)

- Email and other forms of digital communication.

Ingeniux enables multi-channel content delivery by providing a decoupled publishing model and a modern API.

Intranet

You can also leverage Ingeniux CXP to create an Intranet that meets the needs of the new digital workplace. A range of features and capabilities support communication, collaboration, and integration with key productivity solutions.

Unlike solutions that offer an "Intranet in a box," Ingeniux goes beyond the standard Intranet capabilities to integrate with key productivity suites and other business systems to enable a true digital workplace for all employees. Our solution includes a robust security model, with flexible permissions and single sign-on through Active Directory, LDAP, and other directory services.

One of the Intranet's key features is its full-featured content management capabilities to support controlled top-down administration and publishing, enabling organizations to manage the flow of information properly. Additional features include activity feeds and notifications, social networking, mobile access and usage analytics.

Managed Hosting and Software-as-a-Service

Spend your time and efforts managing the customer experience and supporting the content and functional needs of customers. Host your CXP with Ingeniux Managed Hosting Solution and never worry about the availability of your services again.

Ingeniux provides a best-in-class hosting platform with the flexibility to meet your custom requirements, and the management services and standards required to keep your websites operating 24/7.

Our industry-leading software-as-a-service goes beyond traditional hosting by providing complete application management, change management, performance management, and application optimization by a team of Ingeniux software experts. Ingeniux CMS is the first content management solution to bring together the flexibility of the cloud with the security, performance, and control that enterprises demand.

Learn More About How Ingeniux Can Support Your Requirements

Ingeniux is the leading provider of portal, web content management and digital experience software. We enable you to orchestrate the entire customer experience from acquisition through to sales, to support and service, across any device, application, or website.

We build content management and portal software with an unparalleled focus on the content itself. The Ingeniux platform is designed to manage and deliver modern websites, unified portal solutions, customer support portals, online communities, and other customer touchpoints.

Whether you are a lab instrument manufacturer or a hospital, you need your unified portal software to enable content reuse, true mobile and multi-channel delivery, and insightful content discovery.

When you partner with Ingeniux, you not only get great portal and content management, but you receive unparalleled service and support.

To learn more, please contact us at info@ingeniux.com or visit us at http://www.ingeniux.com/lifesciences

INGENIUX

PO Box 21466
Seattle, WA 98111

info@ingeniux.com
877 445 8228