

Virtual Engagement Platform

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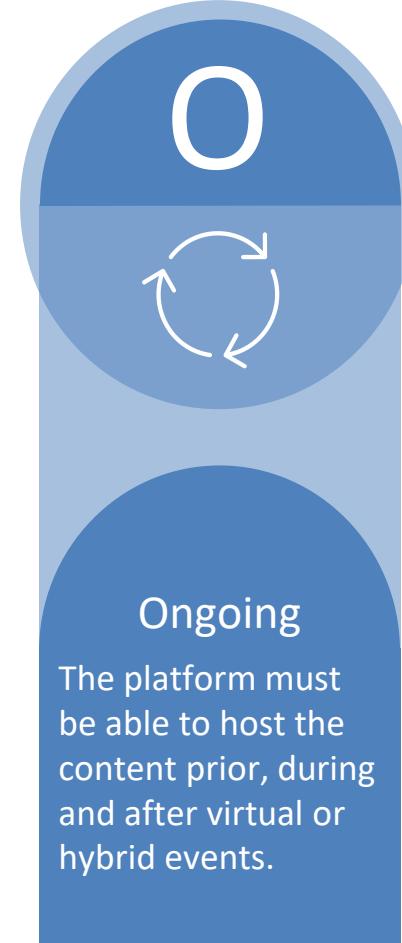
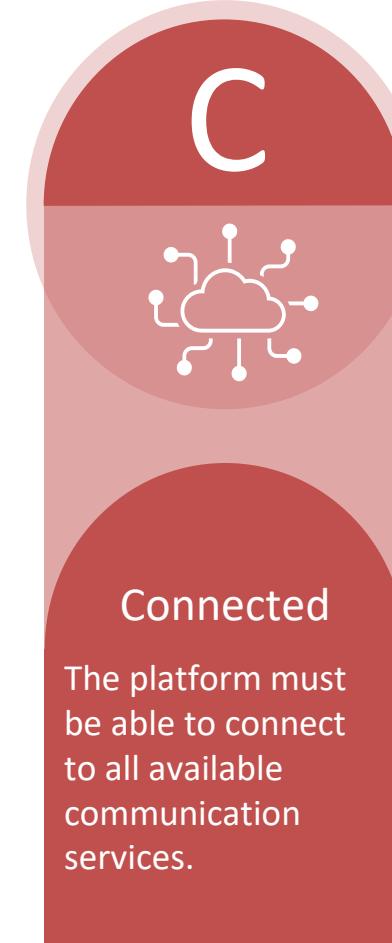
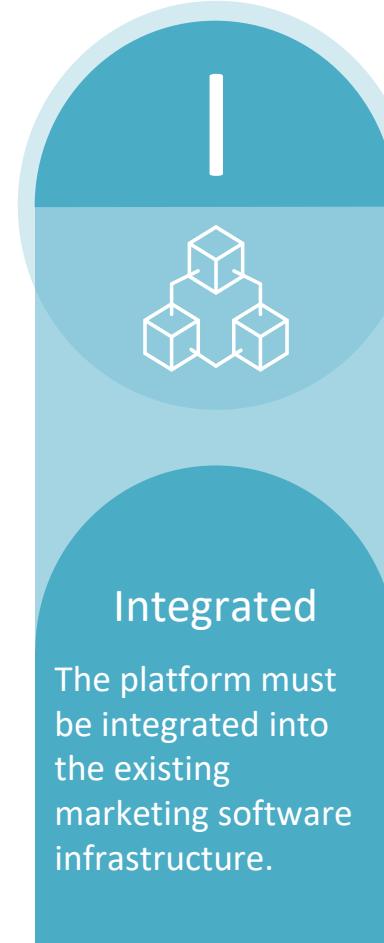
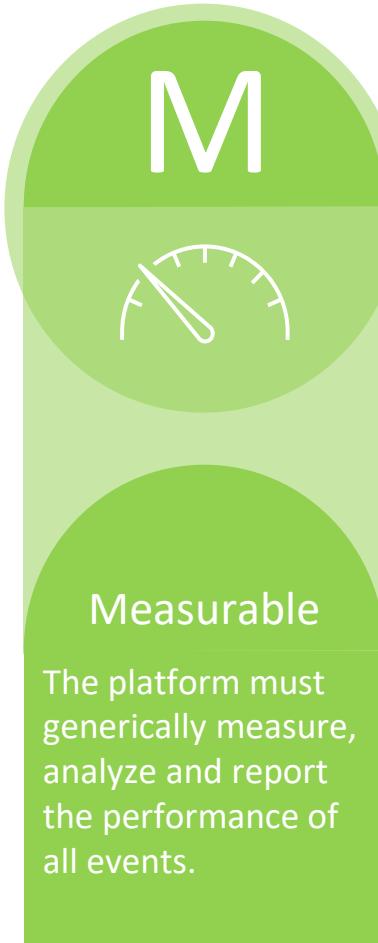
Vision & Ideology

Chapter 1



Vision & Ideology

The AMICO Model focuses on Integration, Connection & Ongoing Content



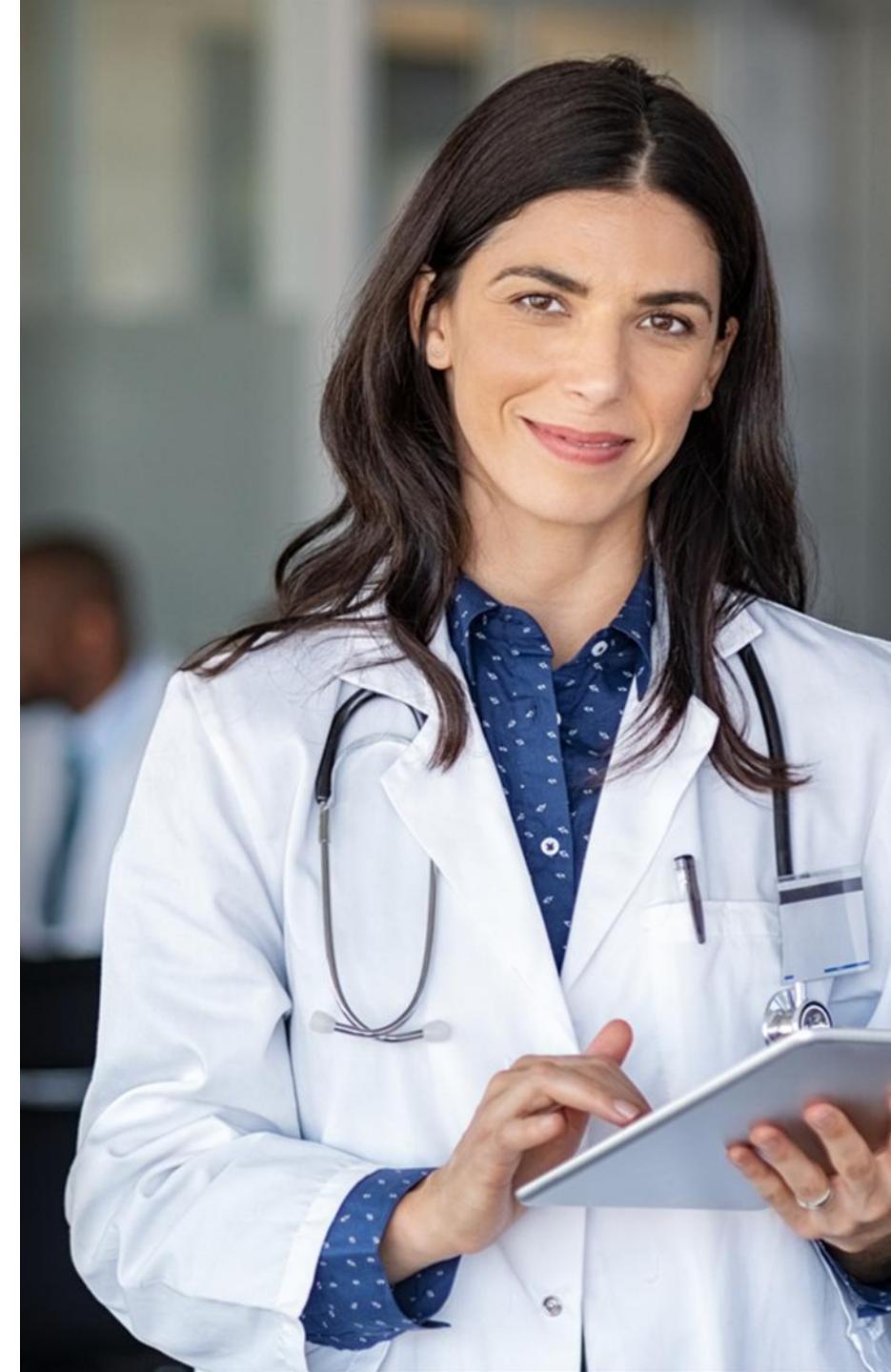
Vision & Ideology

Events (virtual & physical) must satisfy three needs: Education, Research & Networking



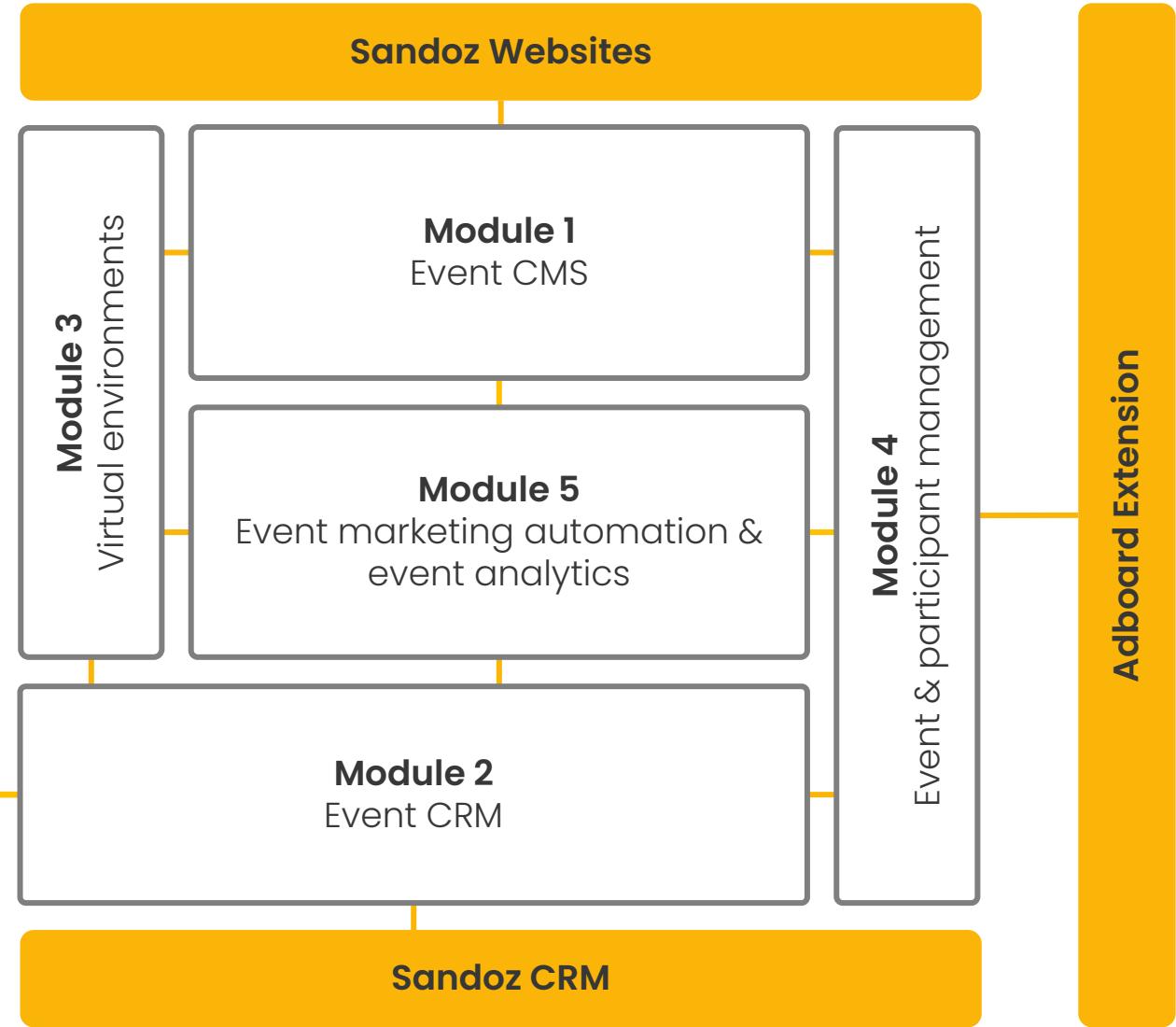
Platform & Technology

Chapter 2



Platform & Technology

The VEP offers more than 500 APIs out-of-the-box



Platform & Technology



The VEP is a Sandoz IT approved tool

The VEP is a Sandoz IT approved tool

- ◆ It has been through several checks with the IT, e.g.:
 - ◆ ISRAM Check
 - ◆ EPTAS SaaS Assessment
 - ◆ Data Privacy Assessment

Close Collaboration with Sandoz IT

- ◆ Sandoz IT and WWM have worked successfully regularly to integrate the platform into the existing IT infrastructure of Sandoz:
 - ◆ Platform is hosted on a Sandoz domain (**virtual.sandoz.com**).
 - ◆ VEP can send out emails from a Sandoz domain (**@virtual.sandoz.com**).
 - ◆ Platform is connected to Sandoz Active Directory, so employees can login with SSO using their **Microsoft Account**.

Platform & Technology

Platform setup

Hosting

- ◆ SaaS Solution
- ◆ Hosting Location is in Germany/Europe
- ◆ Global CDN



Data Security

- ◆ SOC 3 Type 2 Report 01.06.2023
- ◆ GDPR Compliant-Mode for Europe



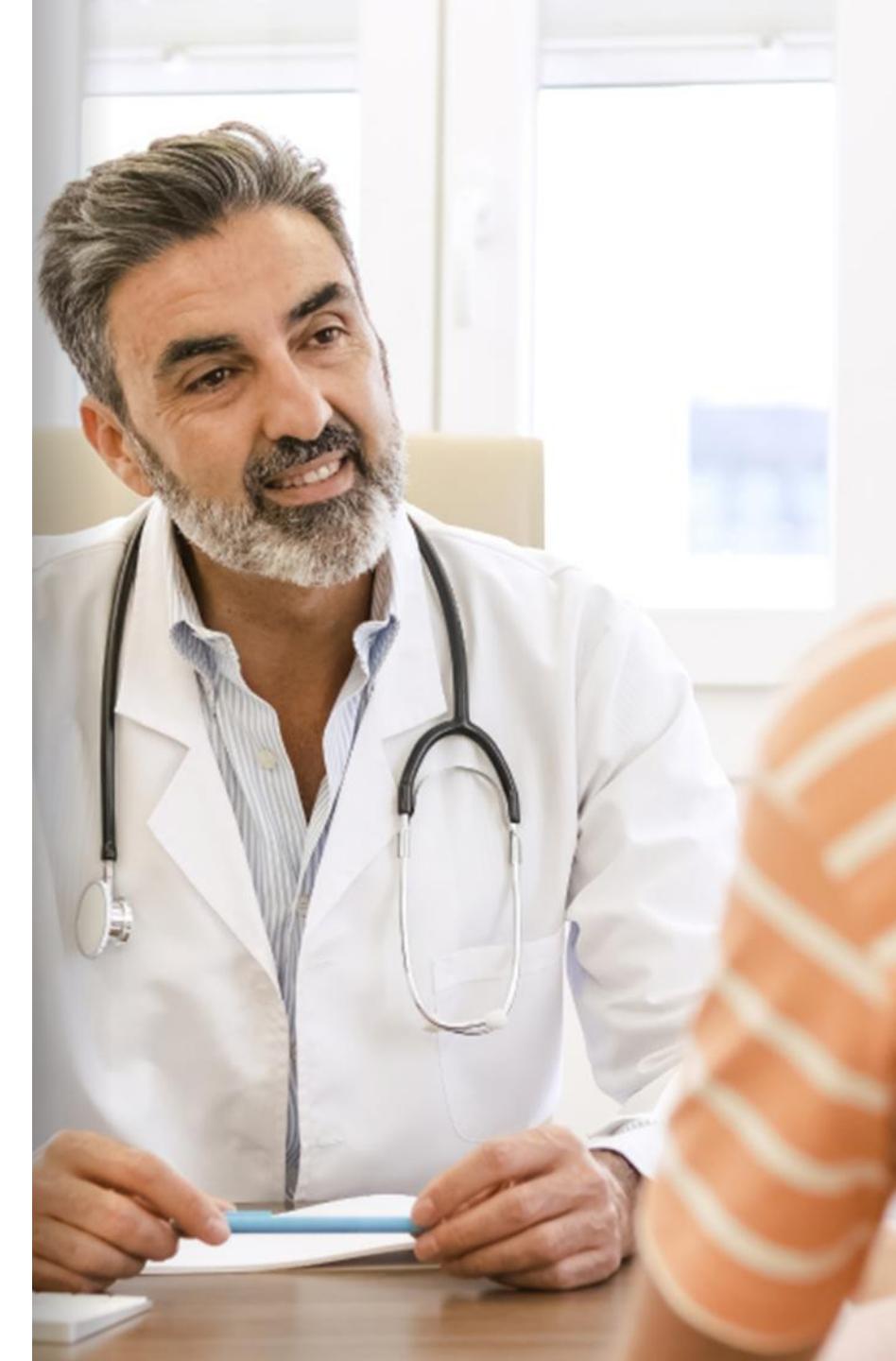
Sustainability

- ◆ ISO20121:2024 certified



Features & Functionalities

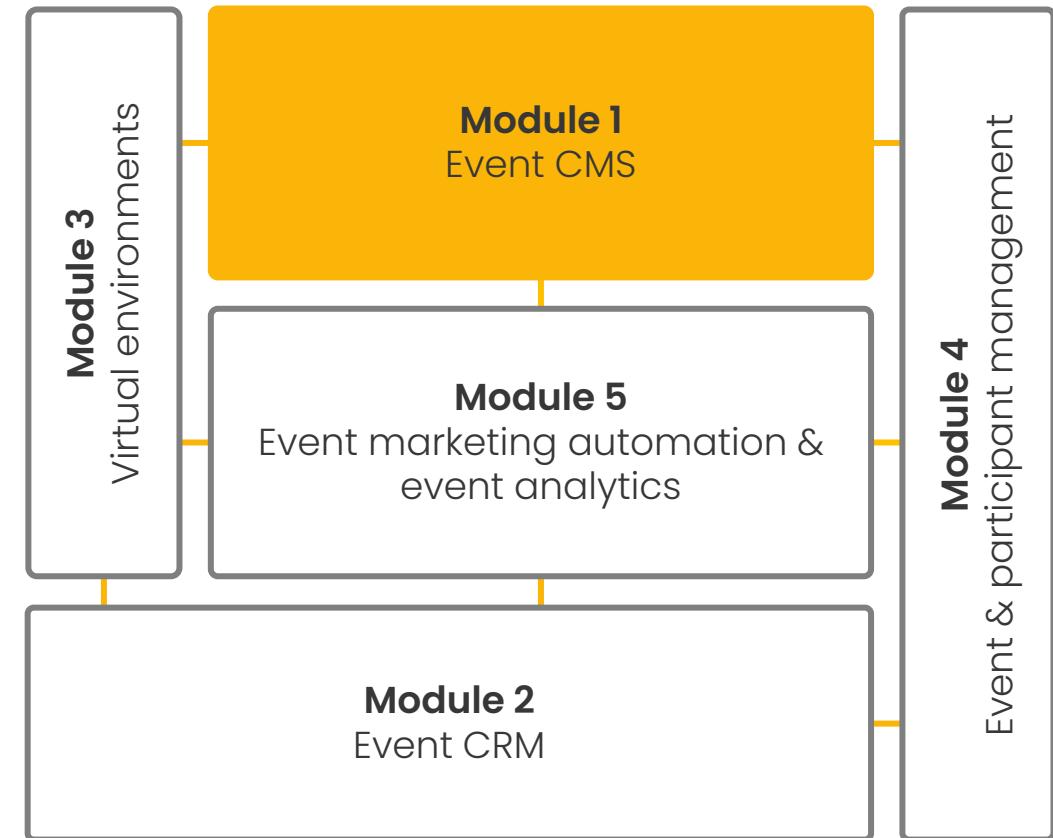
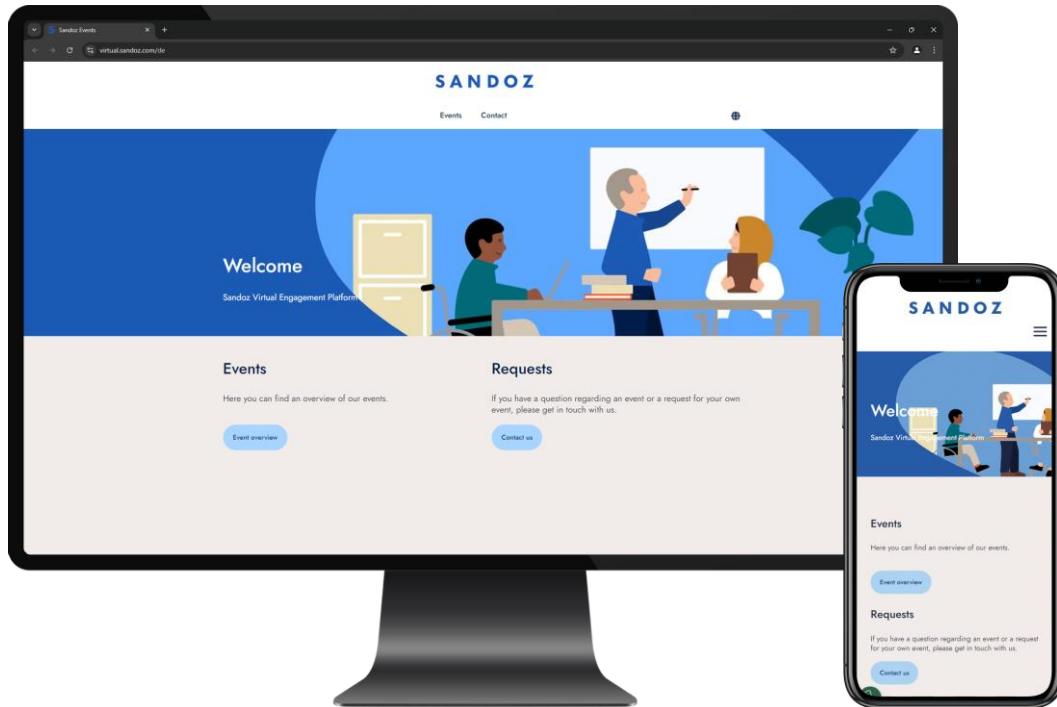
Chapter 3



Features & Functionalities

Module 1: Event CMS

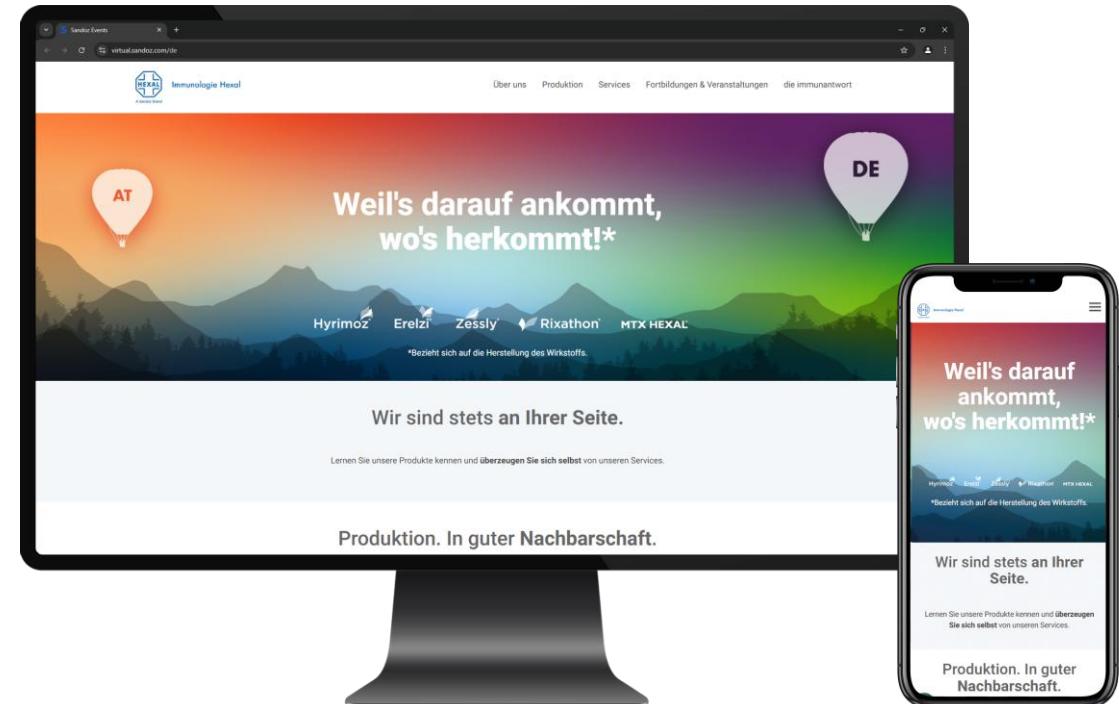
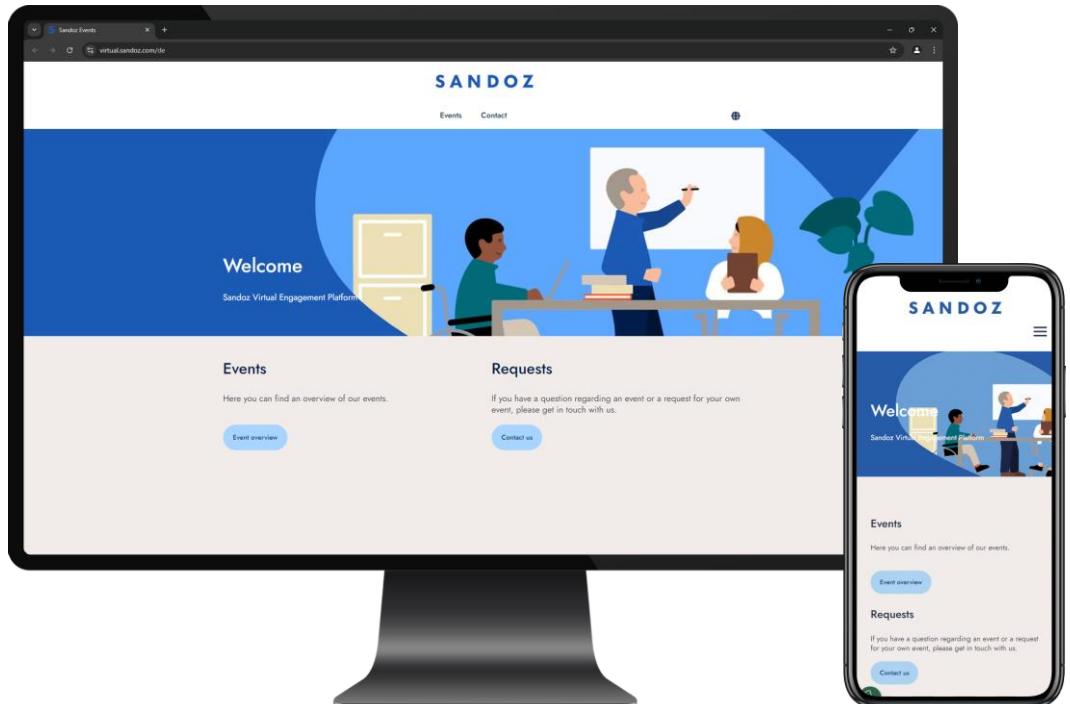
- The module 1 (Event CMS) offers a fully customizable Content-Management-Systems that has been adopted to the **new Sandoz corporate design**.
- The CMS is hosted on the domain **virtual.sandoz.com**.
- The CMS offers a **fully responsive design** on all devices for an optimal user experience.



Features & Functionalities

Module 1: Event CMS offers different design options

- ◆ The event CMS is fully customizable to the Sandoz corporate design and enables the individual presentation of all content.
- ◆ If needed, the design can also be adapted to a certain event branding.
- ◆ The CMS offers a responsive design on all devices for an optimal user experience.



Features & Functionalities

Module 1: Event CMS offers unlimited rooms and levels

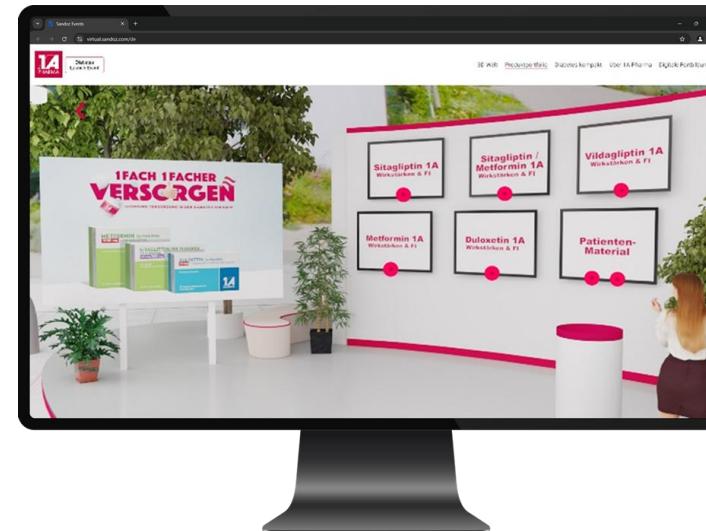
- ◆ Unlimited rooms and websites for your project.
- ◆ Guide the visitor to different rooms or areas.
- ◆ Create different topics rooms or reflect the user journey.



Features & Functionalities

Module 1: Event CMS allows you to use different content types and elements

- ◆ Various content formats can be integrated into the platform
- ◆ This allows you to create a one-stop-shop for your visitors
- ◆ Integrate webinars, agendas, recordings, presentations, links and everything else that you already have

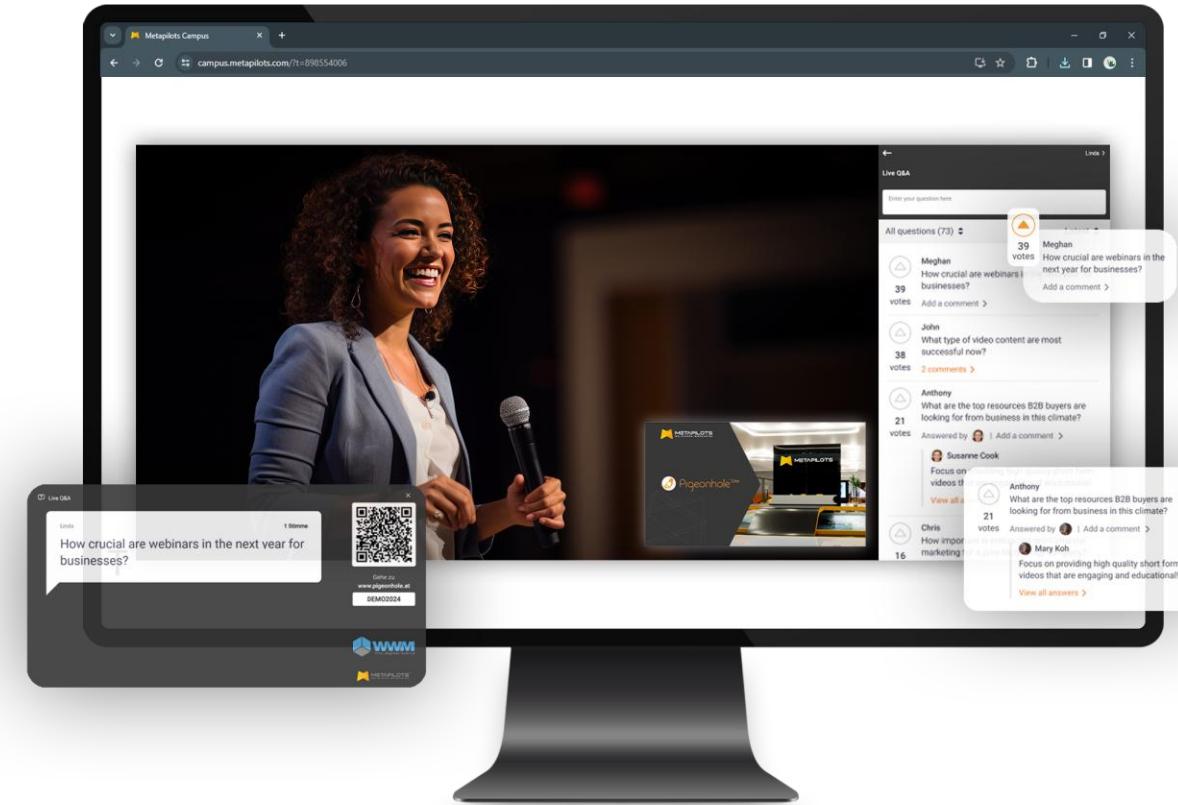


Features & Functionalities

Module 1: Event CMS makes it possible to integrate various tools



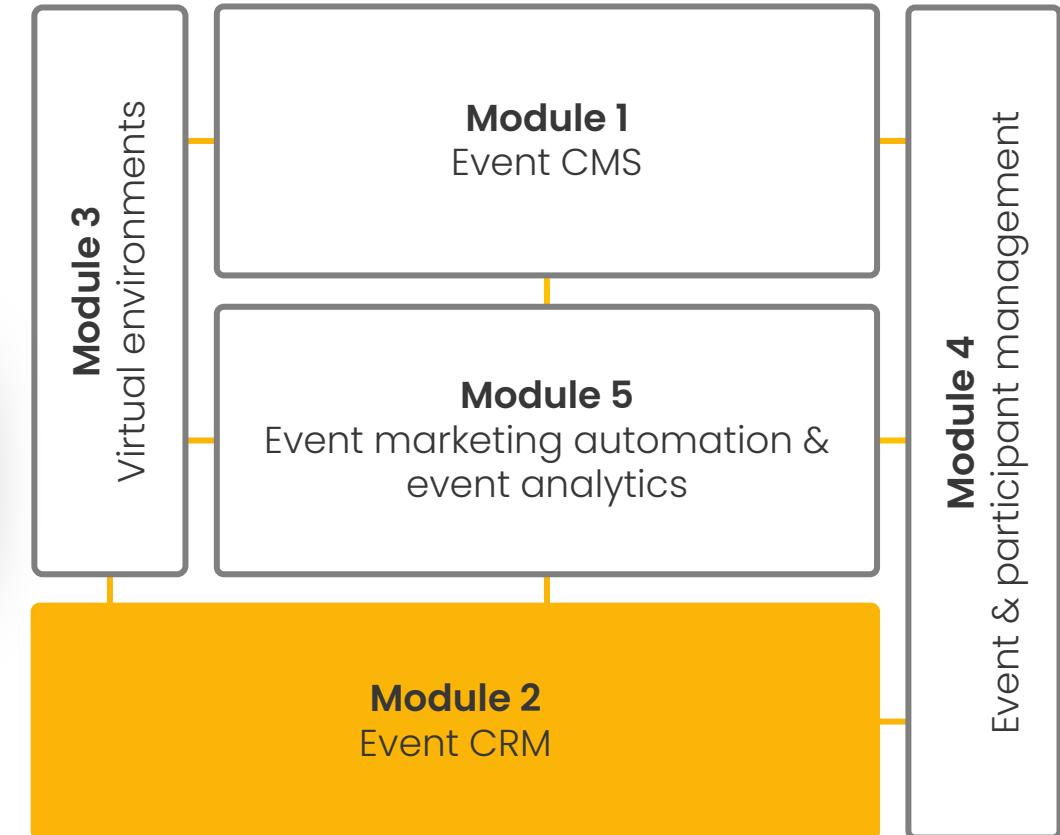
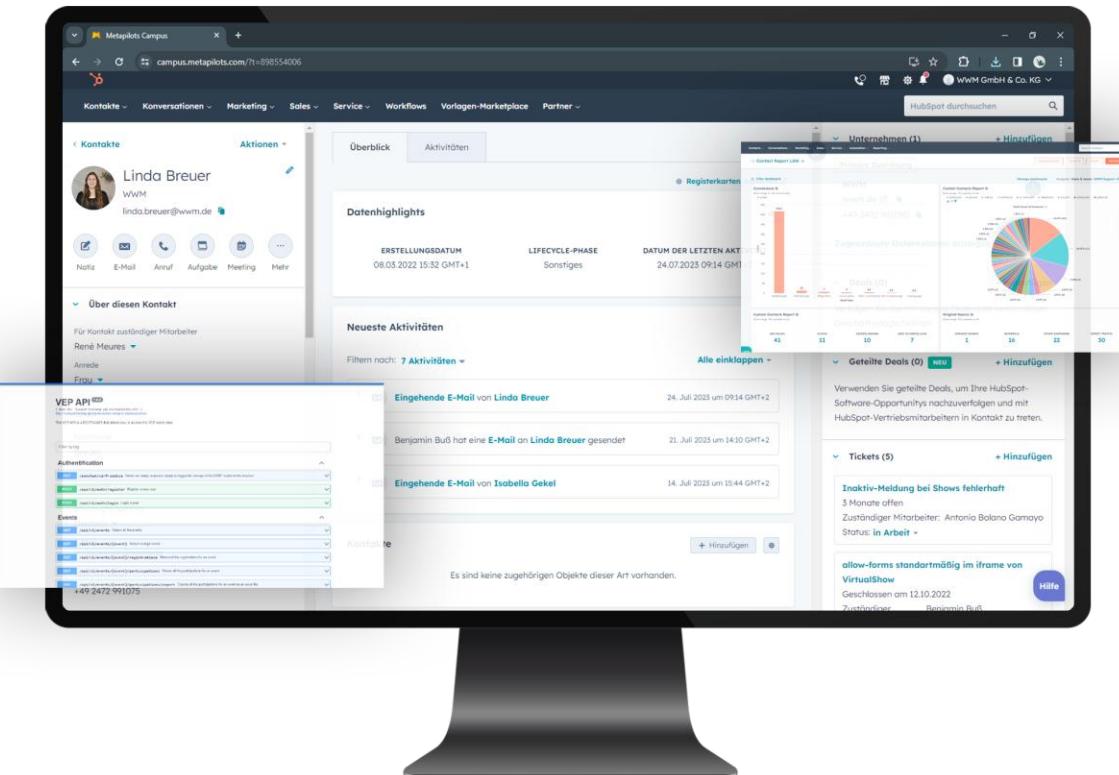
- ◆ Integrate different players for livestreams via iframe (Vimeo, YouTube, Microsoft Streams, ...)
- ◆ Embed tools like Pigeonhole for your visitors to interact with (Chats, Polls, Q&As)
- ◆ Everything can be embedded into the VEP seamlessly – no second screen necessary
- ◆ Track attendee engagement and gain valuable insights about your audience, events and topics in real time.



Features & Functionalities

Module 2: Event CRM

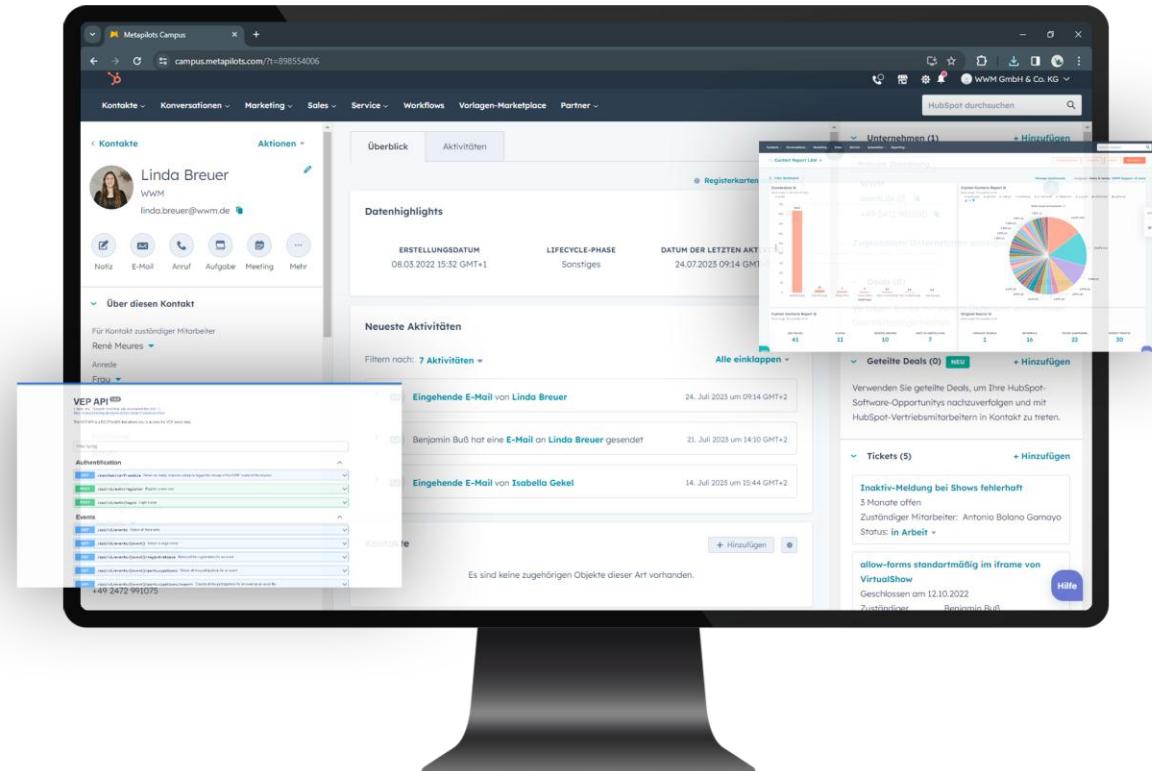
- The module 2 (Event CRM) offers a top-of-the-line Customer-Relationship-Management-System that can **synchronize** with the Sandoz CRM.
- It enables the **tracking** and **documentation** of all types of engagement and interaction of users with the VEP.



Features & Functionalities

Module 2: Event CRM

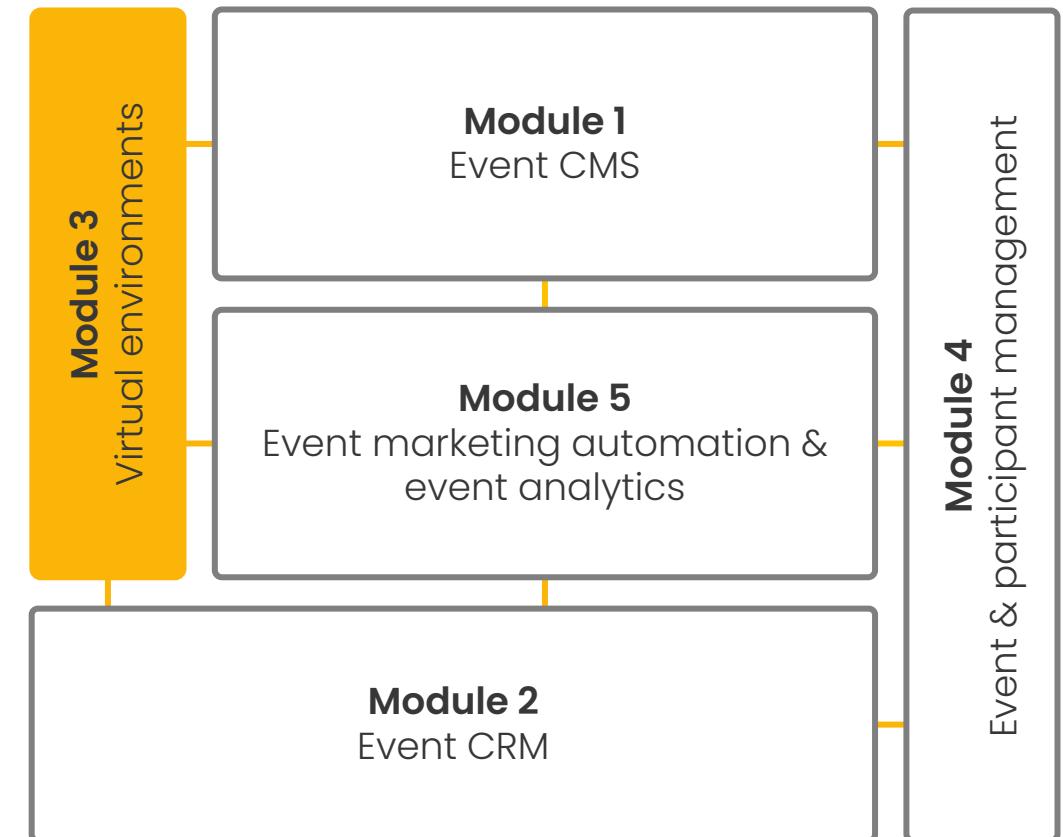
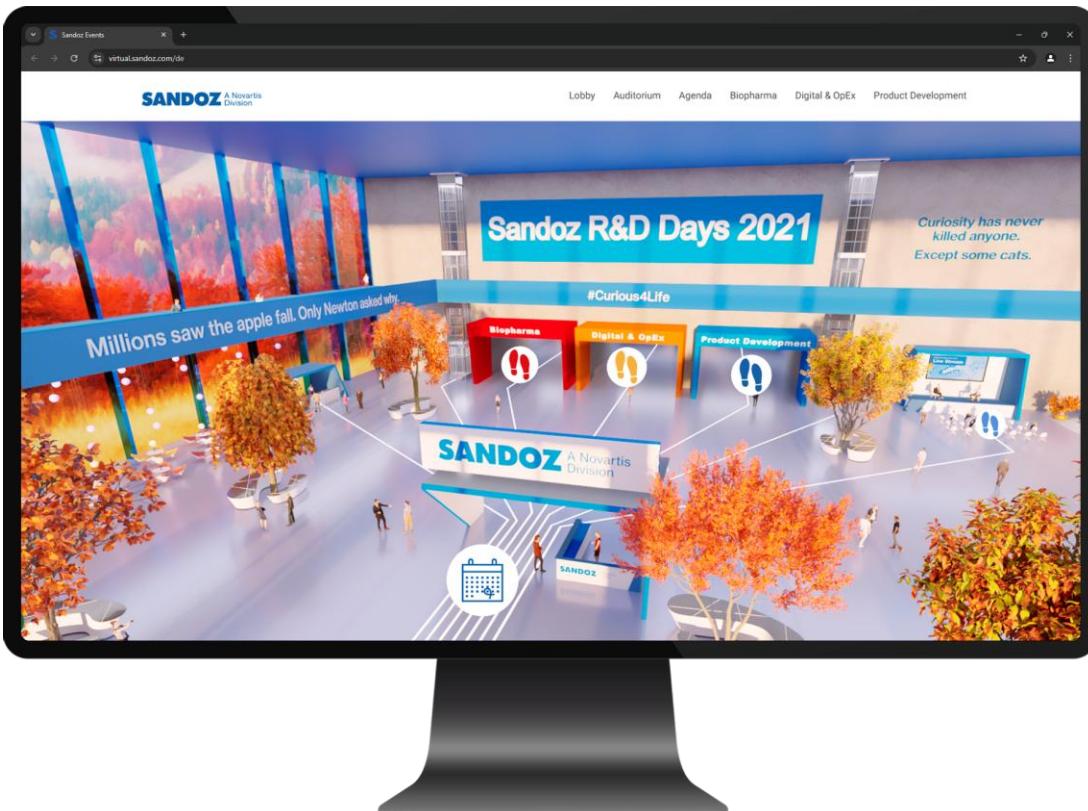
- Every personal data entry (import or form) in the VEP creates contact data records
- Every activity of a visitor is saved in the contact data records
- An API is available to establish a connection between the event CRM and the Sandoz CRM
- This API can synchronize registrations, events, attendance, performance & traffic
- The event CRM collects a large amount of data that offers a variety of analysis options
- Insights into the user journeys from source to conversion
- The wealth of data enables a thorough analysis for strategic decisions



Features & Functionalities

Module 3: Virtual environments

- The module 3 (Virtual Environments) offers the integration of all types of **interactive & virtual** environments up to full **Metaverse-Experience** into the VEP.



Features & Functionalities

Module 3: Virtual environments



- Virtual environments are optional for your project.
- There are no physical limitations for the environments
- The virtual environments work perfectly with the CMS, so you can create any type of website and/or content within your virtual environment.

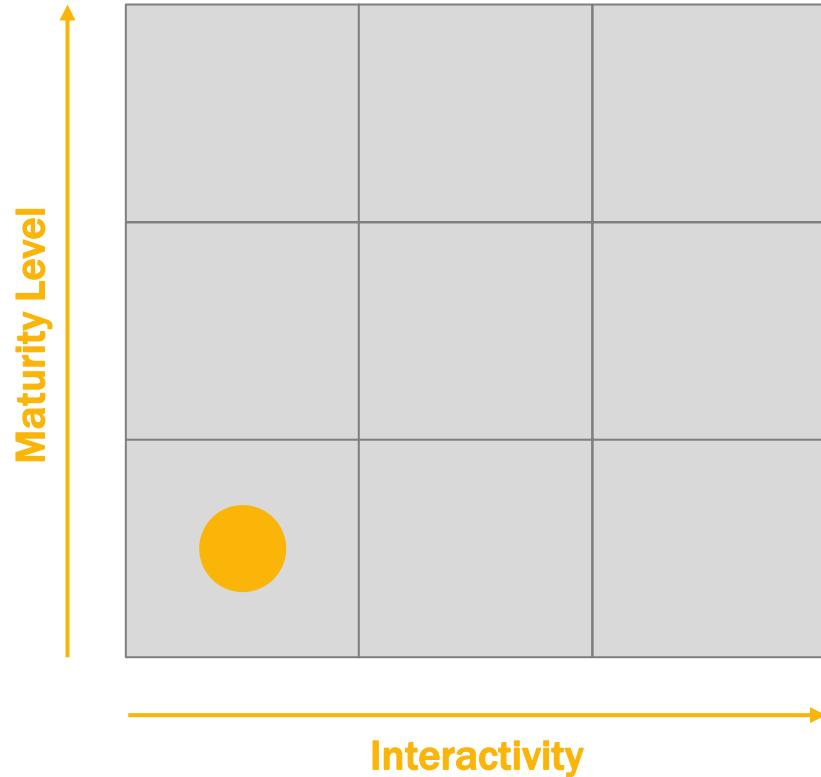
There are different types of virtual environments

- 3D
- 360°
- Metaverse



Features & Functionalities

Module 3: Virtual environments – 3D Environments are easy to create and use



Features & Functionalities

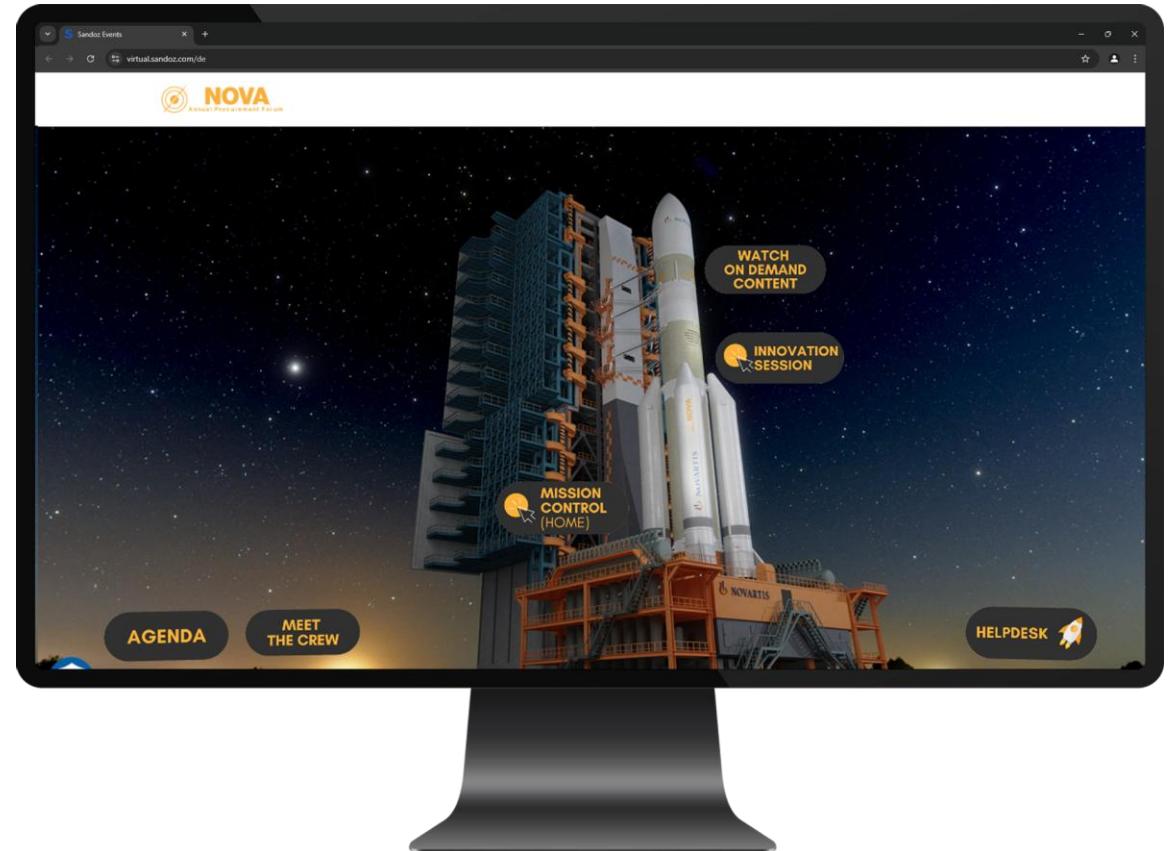
Module 3: Virtual environments – 3D Environments advantages and disadvantages

Advantages

- ◆ Easy to create and manage
- ◆ Independent configuration by users possible
- ◆ Virtual tour possible by linking images
- ◆ High quality display with fast loading times
- ◆ Click analytics for every interaction point

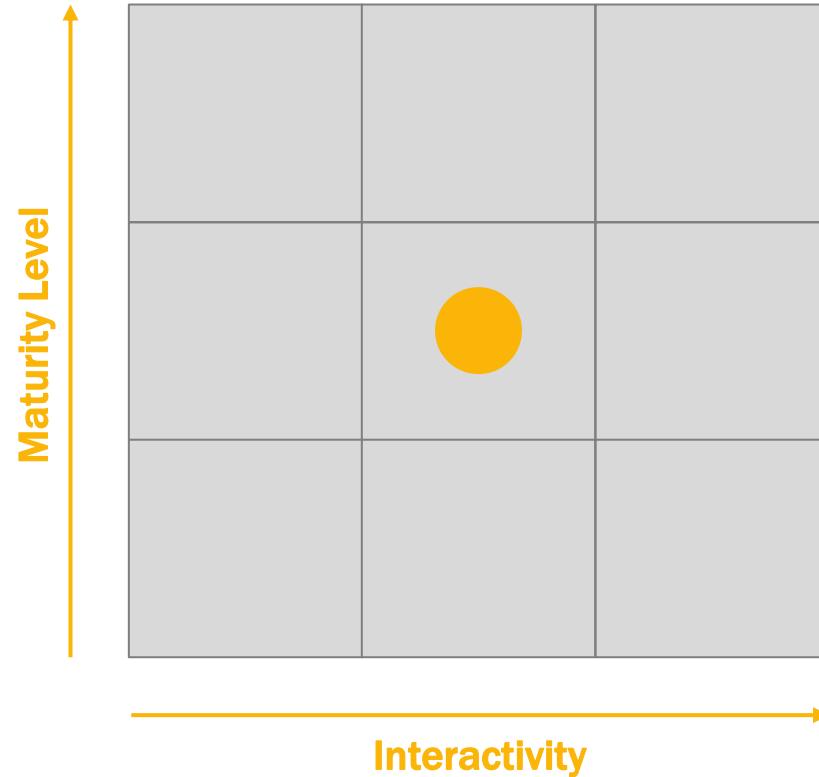
Disadvantages

- ◆ No movement within the image possible
- ◆ "Rigid" appearance



Features & Functionalities

Module 3: Virtual Environments – 360° Environments for great interaction



Features & Functionalities

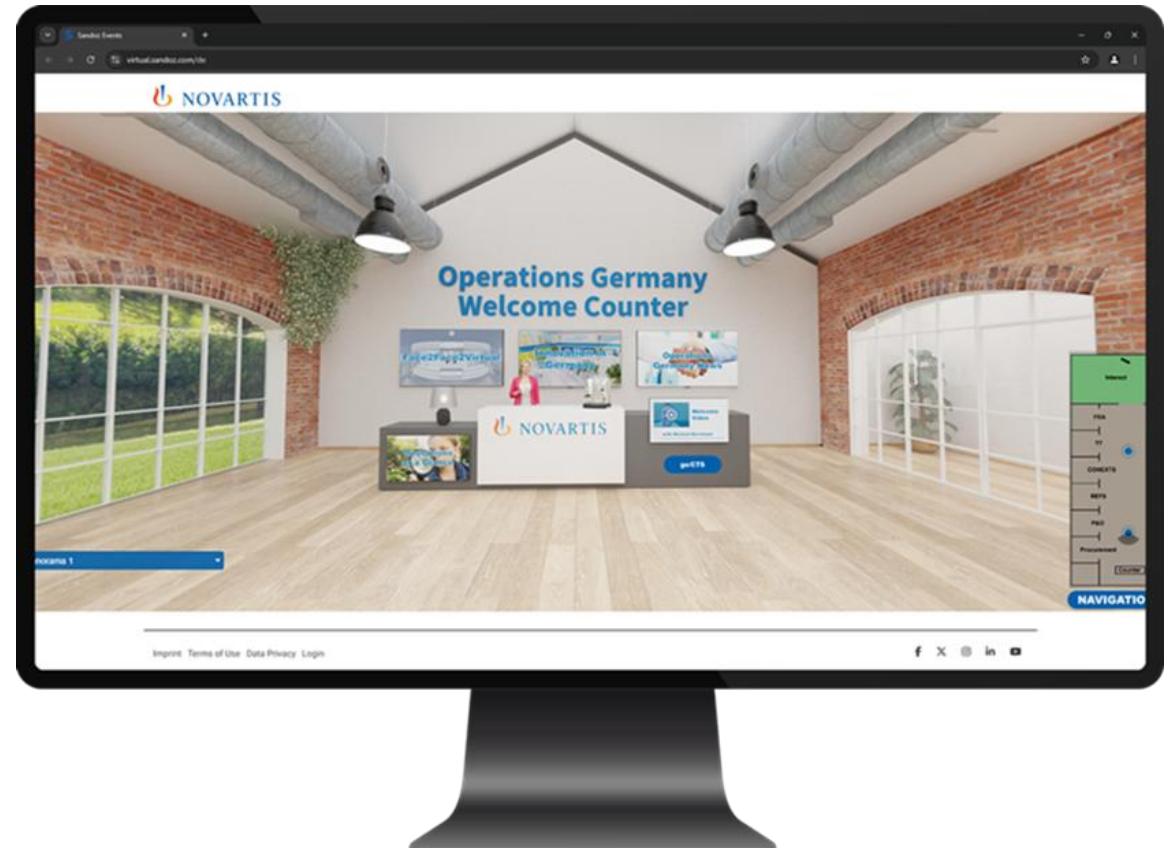
Module 3: Virtual Environments – 360° Environments advantages and disadvantages

Advantages

- ◆ More options of interaction and movement
- ◆ Very easy navigation (like Google Street View)
- ◆ Integrate moving options (animations, videos) seamlessly
- ◆ High quality display with fast loading times

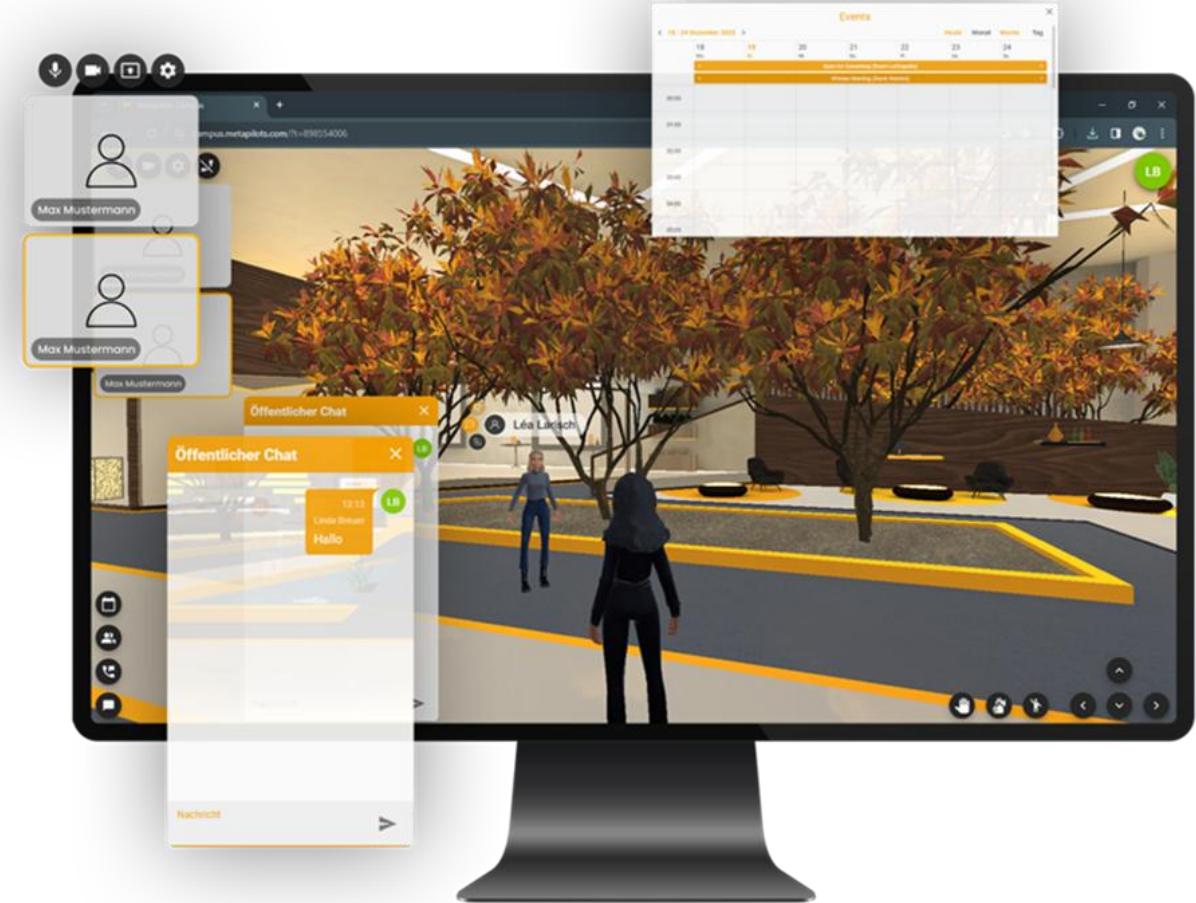
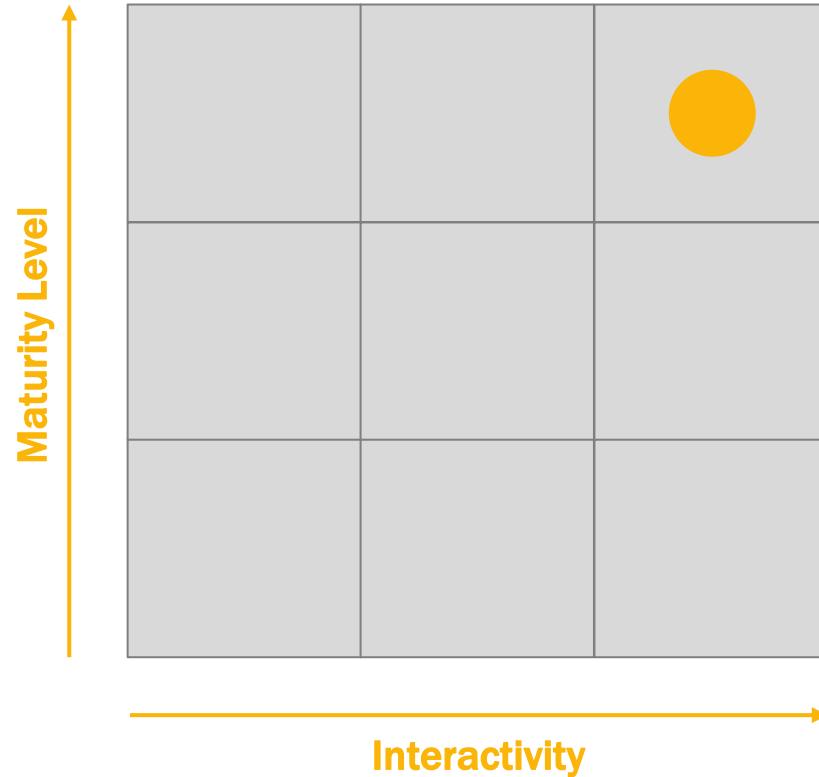
Disadvantages

- ◆ No independent configuration by users possible
- ◆ Higher amount of rendering hours necessary



Features & Functionalities

Module 3: Virtual environments – 3D Environments are easy to create and use



Features & Functionalities

Module 3: Virtual Environments – Metaverse advantages and disadvantages

Advantages

- ◆ Free movement with your own personalized avatar
- ◆ Multiplayer experience – interaction with other visitors
- ◆ Highest interactive experience with gaming character
- ◆ Integration of animations and videos directly in the room

Disadvantages

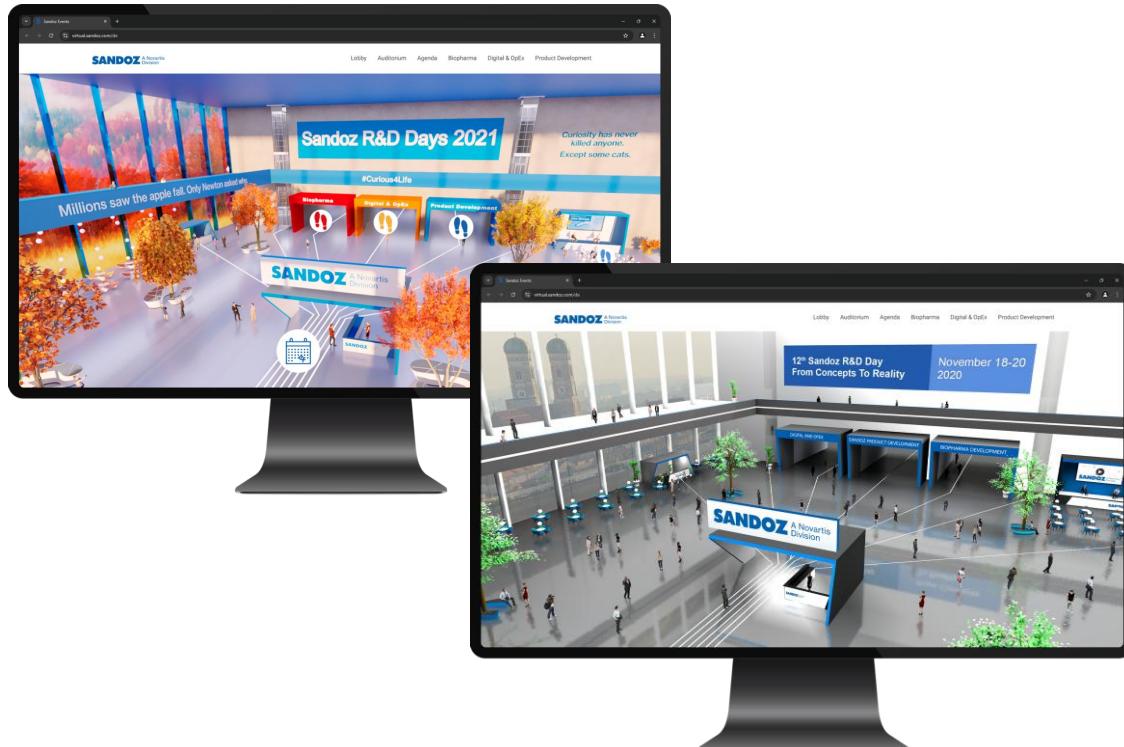
- ◆ No independent configuration by users possible
- ◆ Not suitable for mobile phones and older devices
- ◆ High programming effort for individual adaptation of the environment



Features & Functionalities

Module 3: Virtual Environments – Metaverse advantages and disadvantages

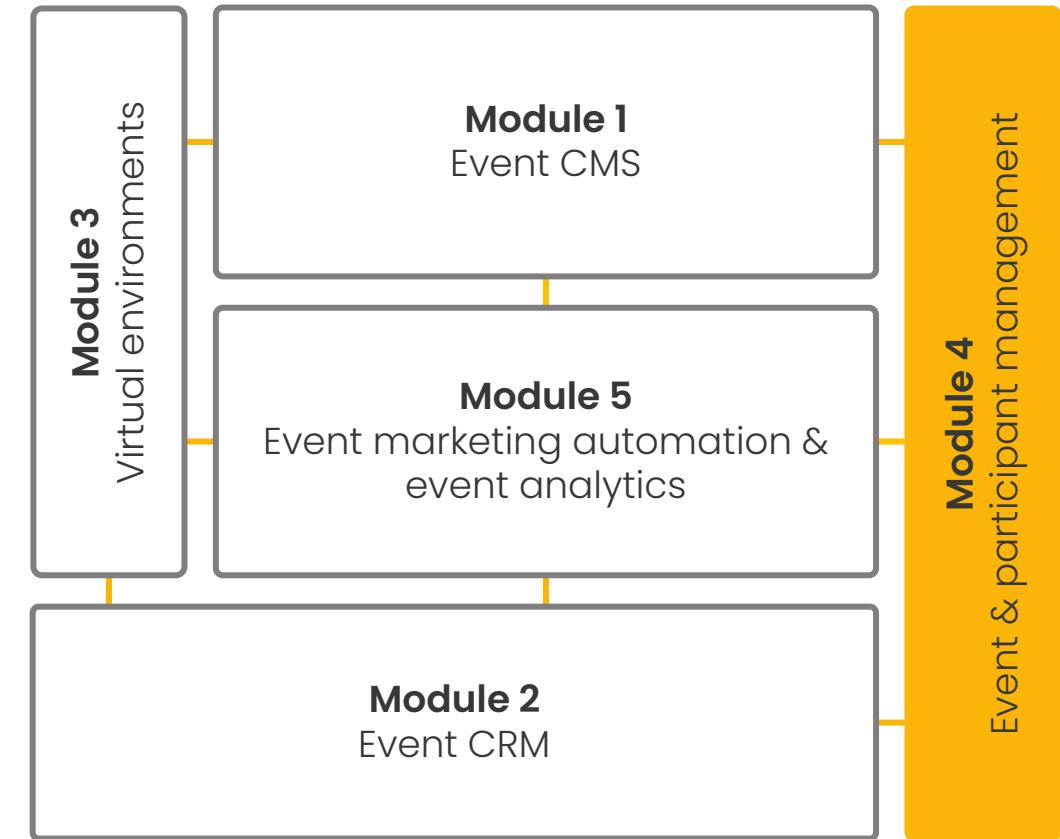
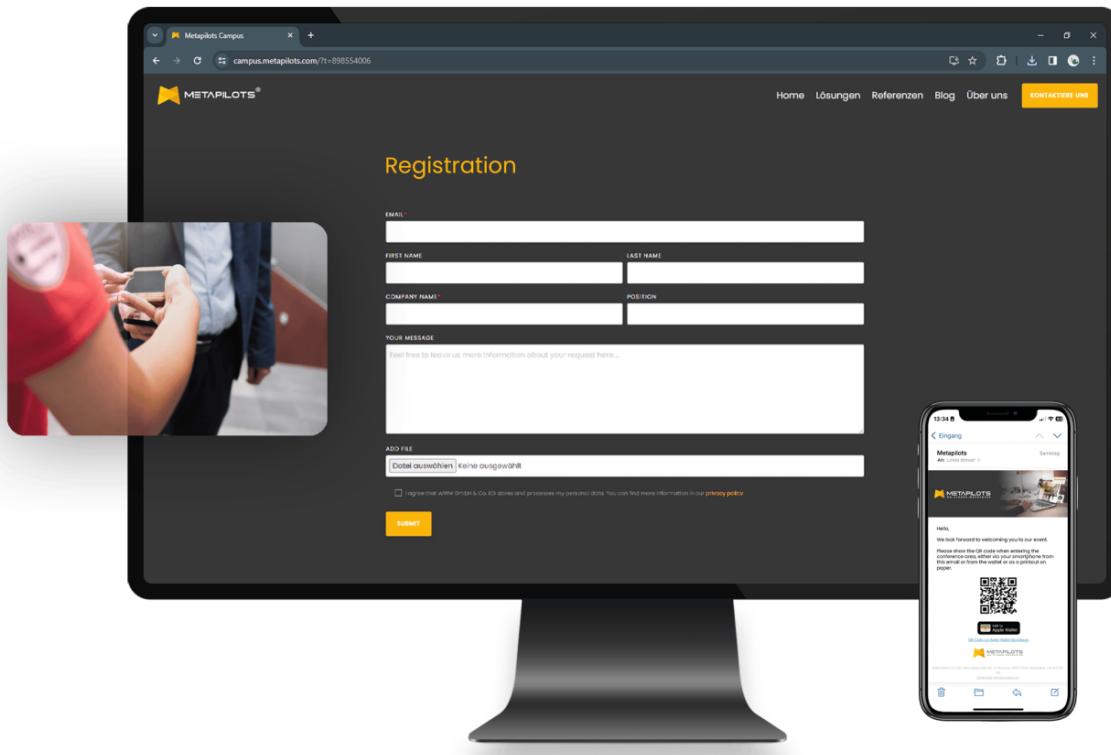
- There are two ways to create a virtual environment: start from scratch or use a template
- Every room that has once been created can be re-used as a template (more than 100 templates available)
- While using a template is more cost and time efficient, there are no limits to creativity when creating from scratch



Features & Functionalities

Module 4: Event & Participant Management allows for individual user experiences

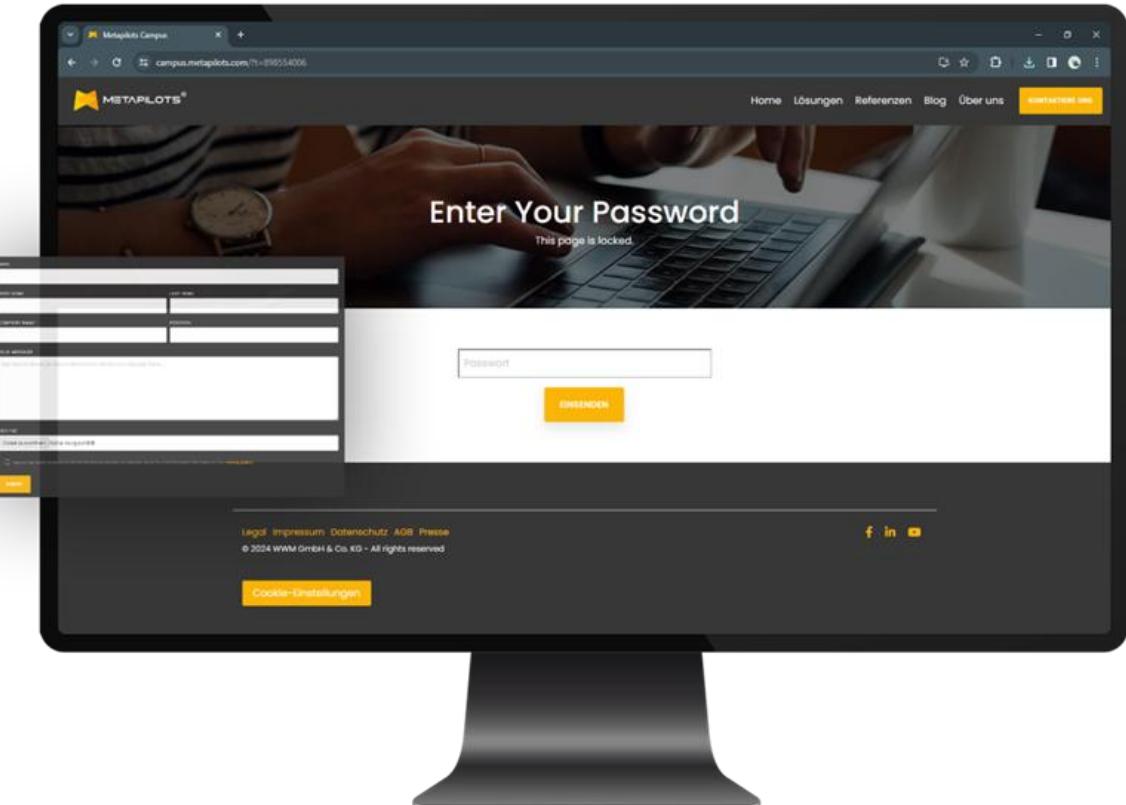
- The module 4 (Event & Participant Management) offers the event registration processes for virtual, inPerson & hybrid events and attendee-management.
- All processes are fully integrated and connected to the Event CRM and can be synchronized with Sandoz CRM.



Features & Functionalities

Module 4: Event & participant management

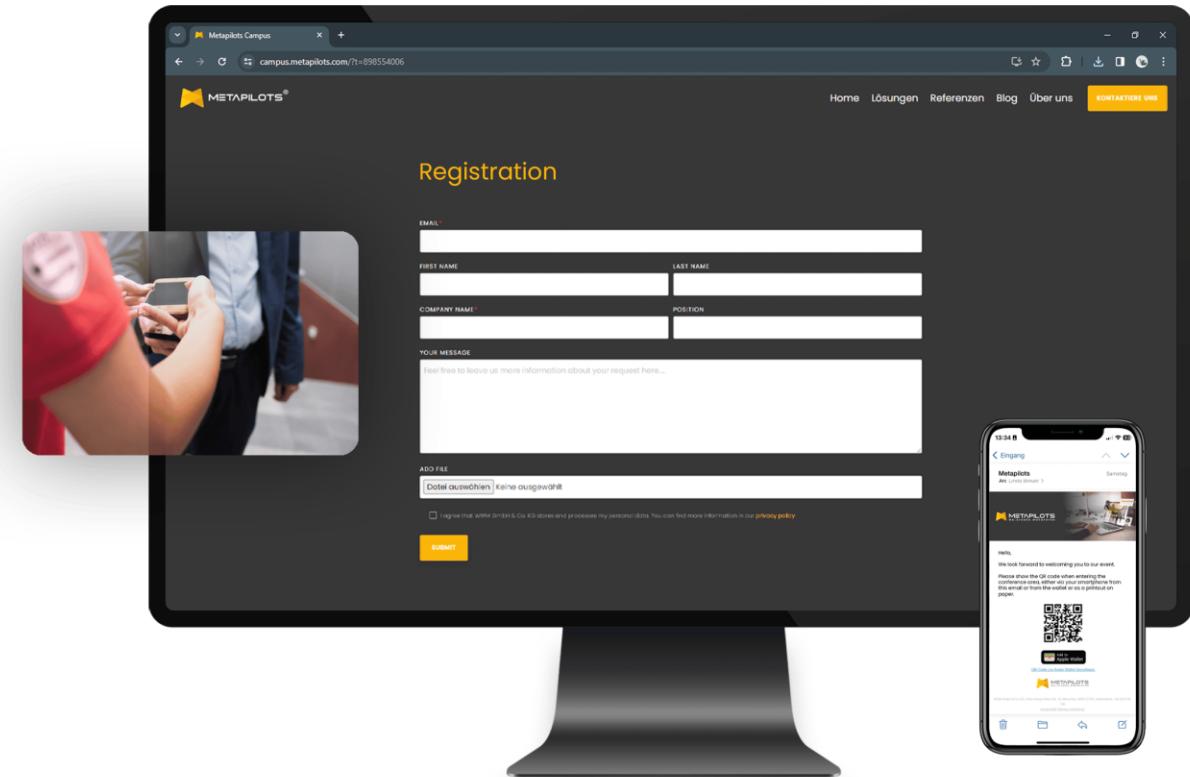
- ◆ Attendee management offers individual registration processes for each event
- ◆ Access to an event can be either public or private
- ◆ Public access: anyone can enter the event without verification
- ◆ Private access: Only a group of people or verified users have access to the event
- ◆ For example, SSO, EFN or LANR
- ◆ The presence of virtual participants can be tracked during an event
- ◆ With the myAgenda module, each participant can have their own individual agenda



Features & Functionalities

Module 4: Event & Participant Management for in person events

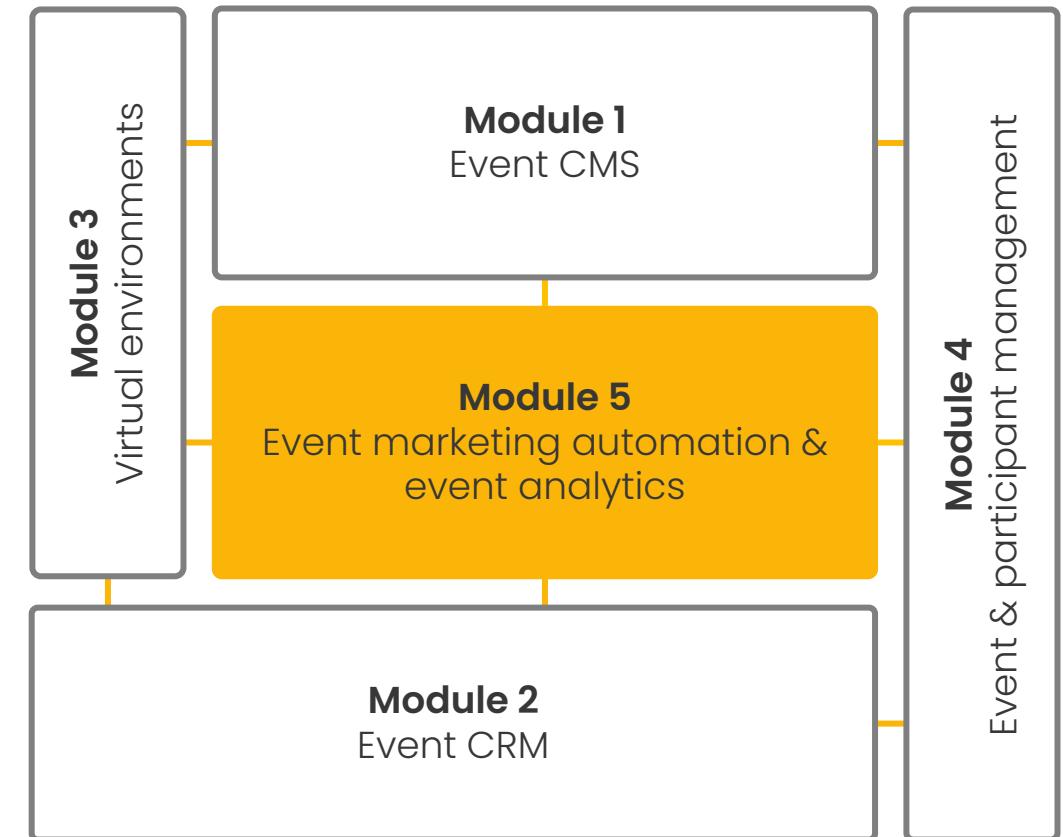
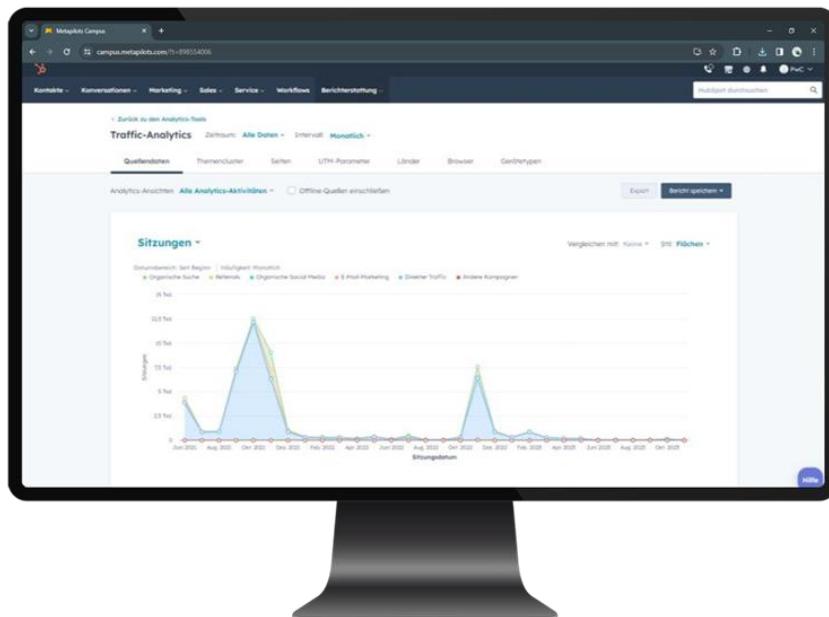
- Immediately after registration, participants will receive a personalized e-mail containing a personalized QR code.
- On site, employees scan the QR codes with a special app when participants enter or leave rooms.
- The app recognizes the QR code and sends the attendee data to our VEP CRM, which can be seamlessly synchronized with a database API.



Features & Functionalities

Module 5: Event marketing automation & event analytics

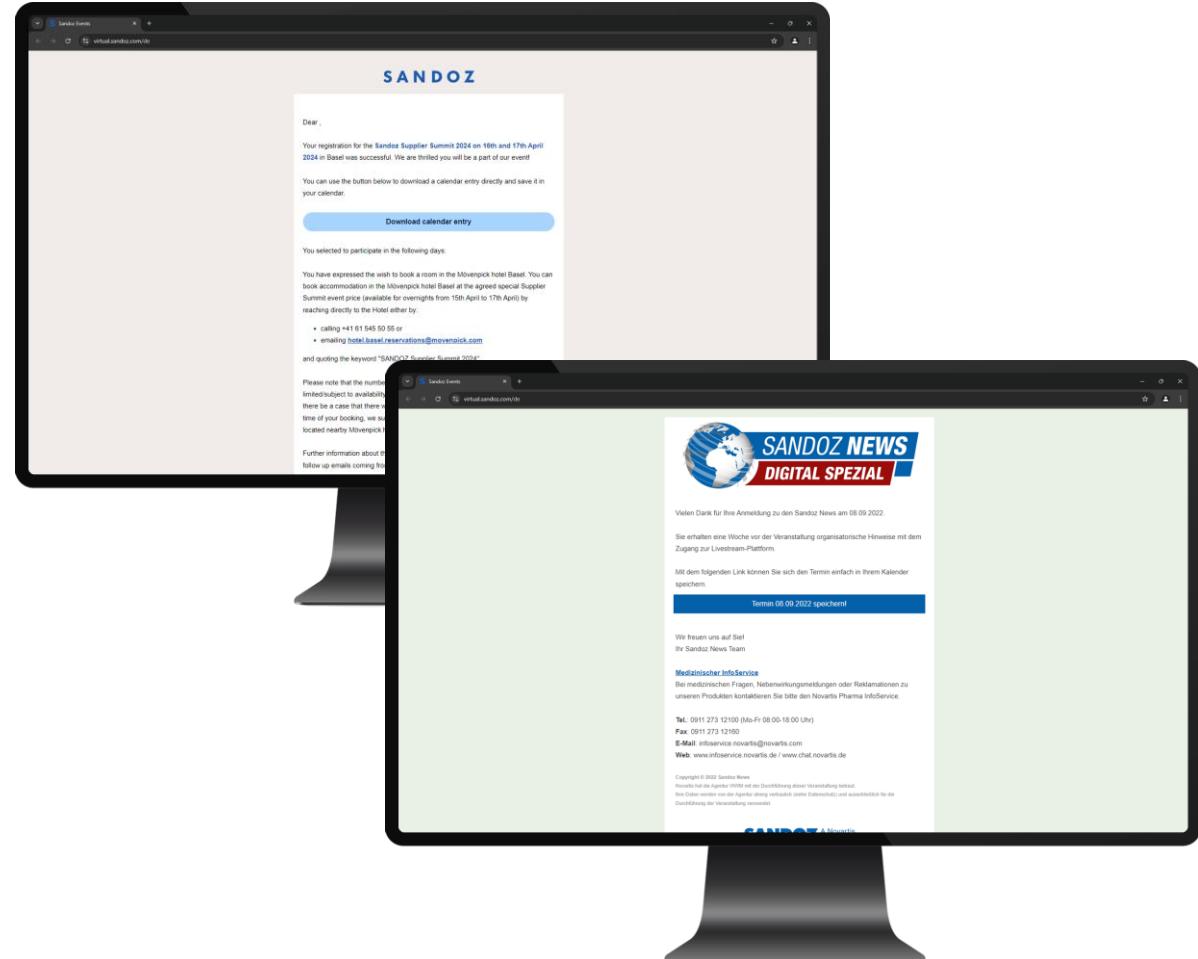
- The module 5 (Event marketing automation & event analytics) offers a top-of-the-line marketing automation that has been optimized for event-based tasks like:
 - Invitation Emails
 - Event Reminder, etc.
- On top of that, the module 5 offers extensive analytics of all event-based activities of the users. All activities are synchronized with the Event-CRM and can be synchronized with the Sandoz-CRM.



Features & Functionalities

Module 5: Event marketing automation & event analytics

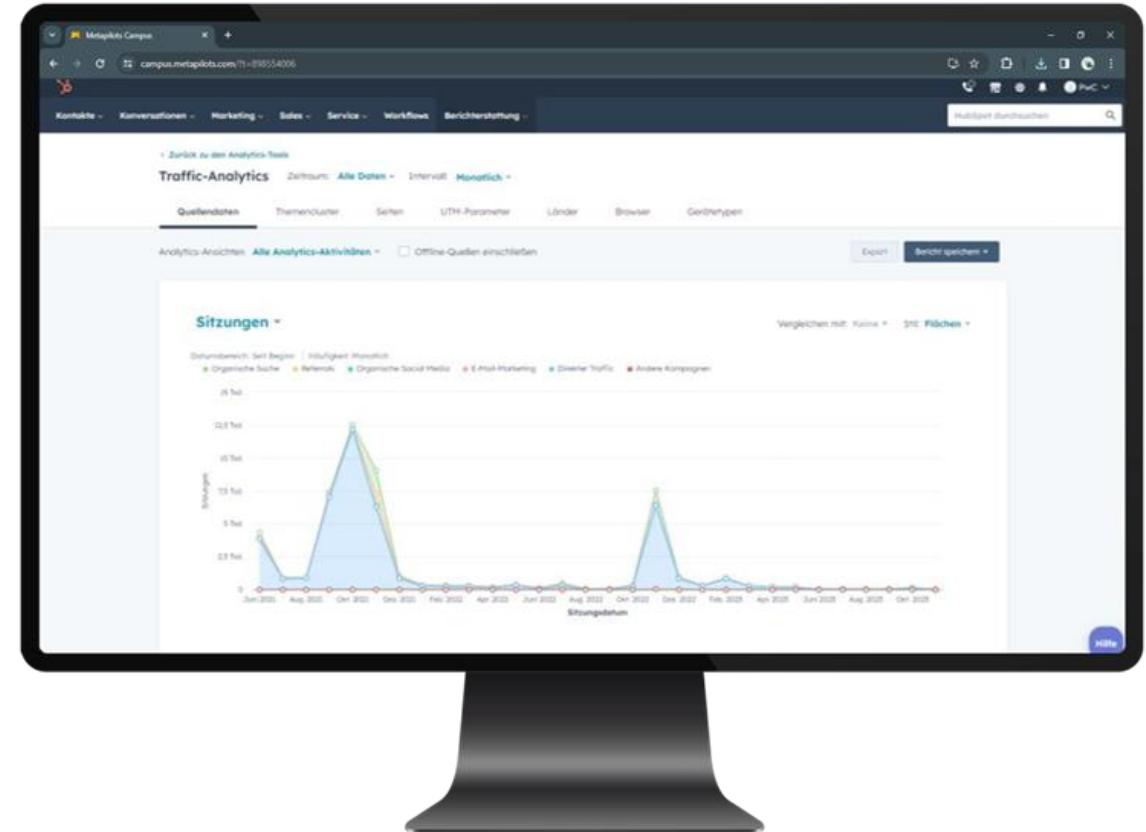
- ◆ Use mailings to create a good pre- and post-event campaign
- ◆ Mailings can be triggered by a specific action or scheduled for a specific date or time
- ◆ You can create and send different emails for different target groups (e.g. on-site attendees vs. online attendees)
- ◆ The emails are completely tailored to the event or the branding of Sandoz
- ◆ Emails are always sent from a Sandoz domain (@virtual.sandoz.com)
- ◆ Emails can use tokens for individual information (e.g. name, chosen workshops etc.)
- ◆ Emails can include text as well as other content such as a calendar entry or the agenda for the event



Features & Functionalities

Module 5: Event marketing automation & event analytics

- Use surveys after your event to get first-hand data on your attendees' experiences
- The survey's results are evaluated, summarized and provided once they have been sent in
- Traffic analytics show you how many people attended your event and where they came from
- Performance analytics provide information about the engagement of visitors to an event, showroom or mailing. Showroom or mailing
- Traffic & Performance data is automatically aggregated by user behavior on the VEP



Use Cases & Examples

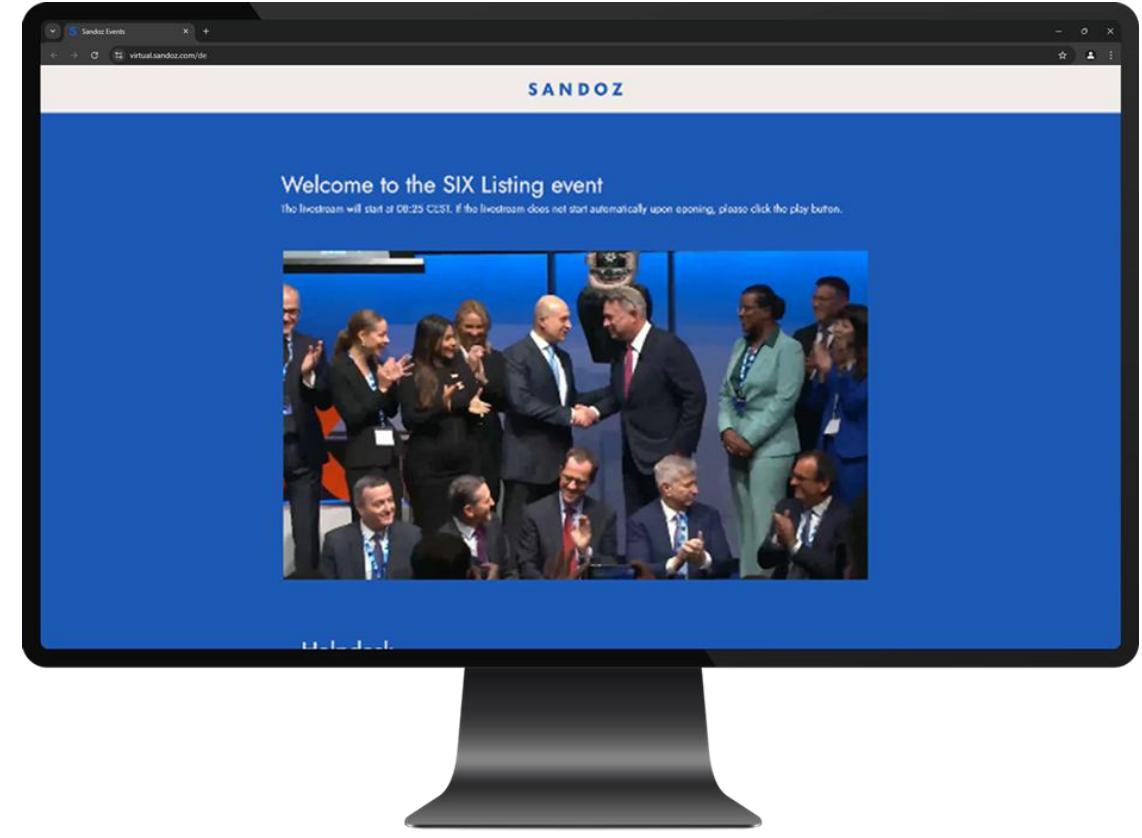
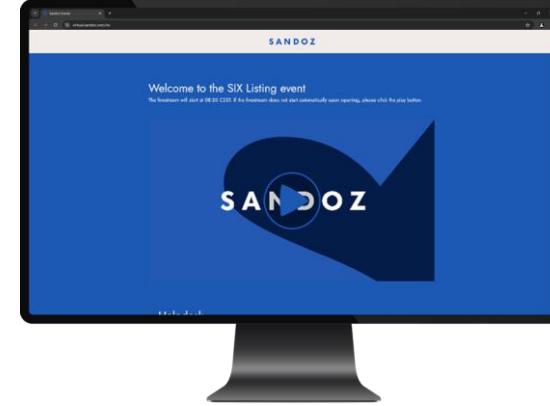
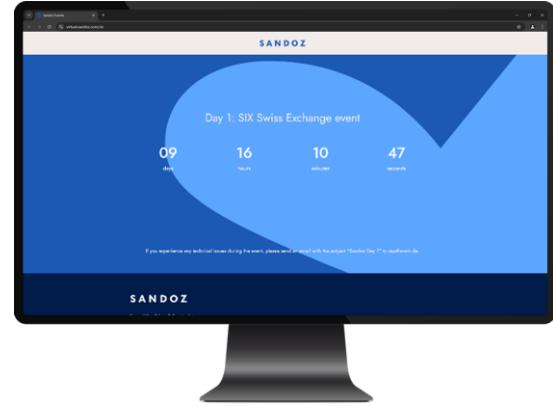
Chapter 4



Use Cases & Examples

Use-Case I: Public Event

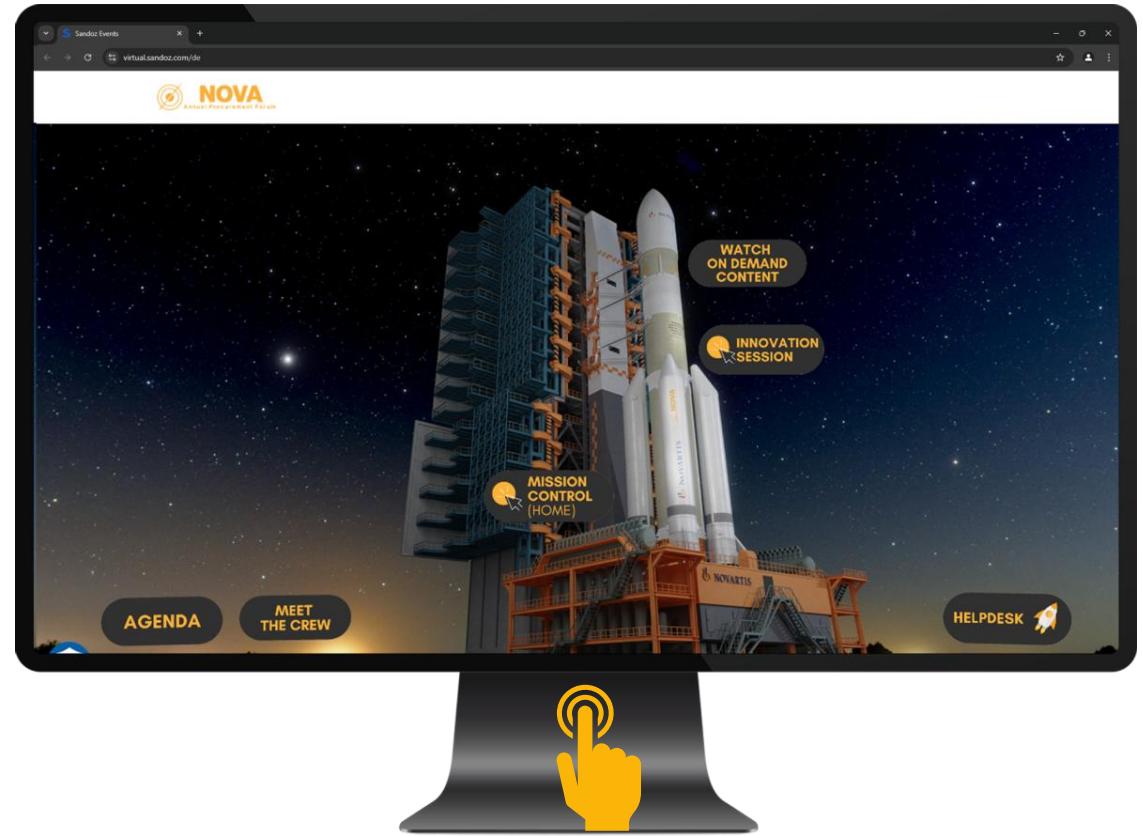
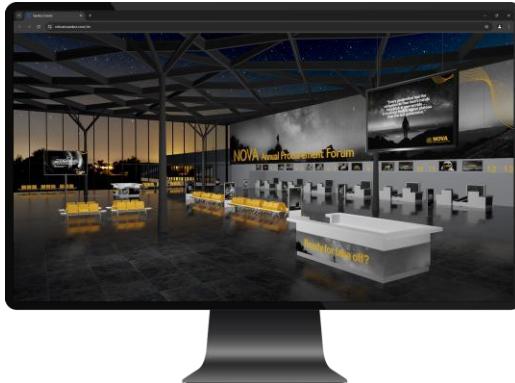
Project Name:	Sandoz Day 1: SIX Listing Event „Ring the Bell“
Country/Region:	Switzerland / Global
Format:	Public Event
Target Group:	External and Employees



Use Cases & Examples

Use-Case II: Internal Event

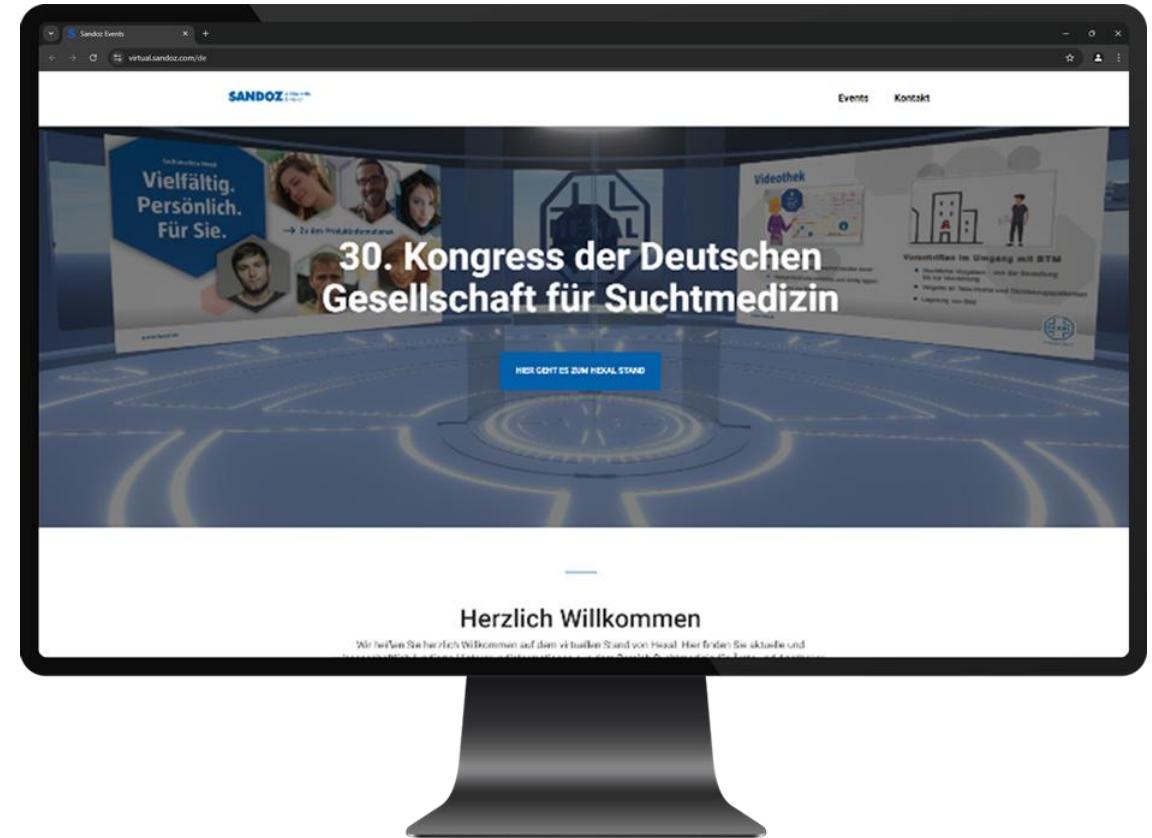
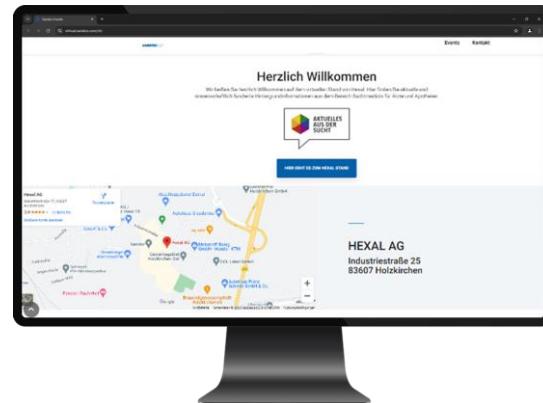
Project Name:	Annual Procurement Forum
Country/Region:	Global
Format:	Virtual Event
Target Group:	Internal



Use Cases & Examples

Use-Case III: External Congress

Project Name:	Hexal Suchtkongress
Country/Region:	Germany
Format:	External Congress
Target Group:	External



Features & Functionalities

Use-Case IV: Internal Showroom & Campus

Project Name:	Digital Campus
Country/Region:	Global
Format:	Showroom / Campus
Target Group:	Internal



Features & Functionalities

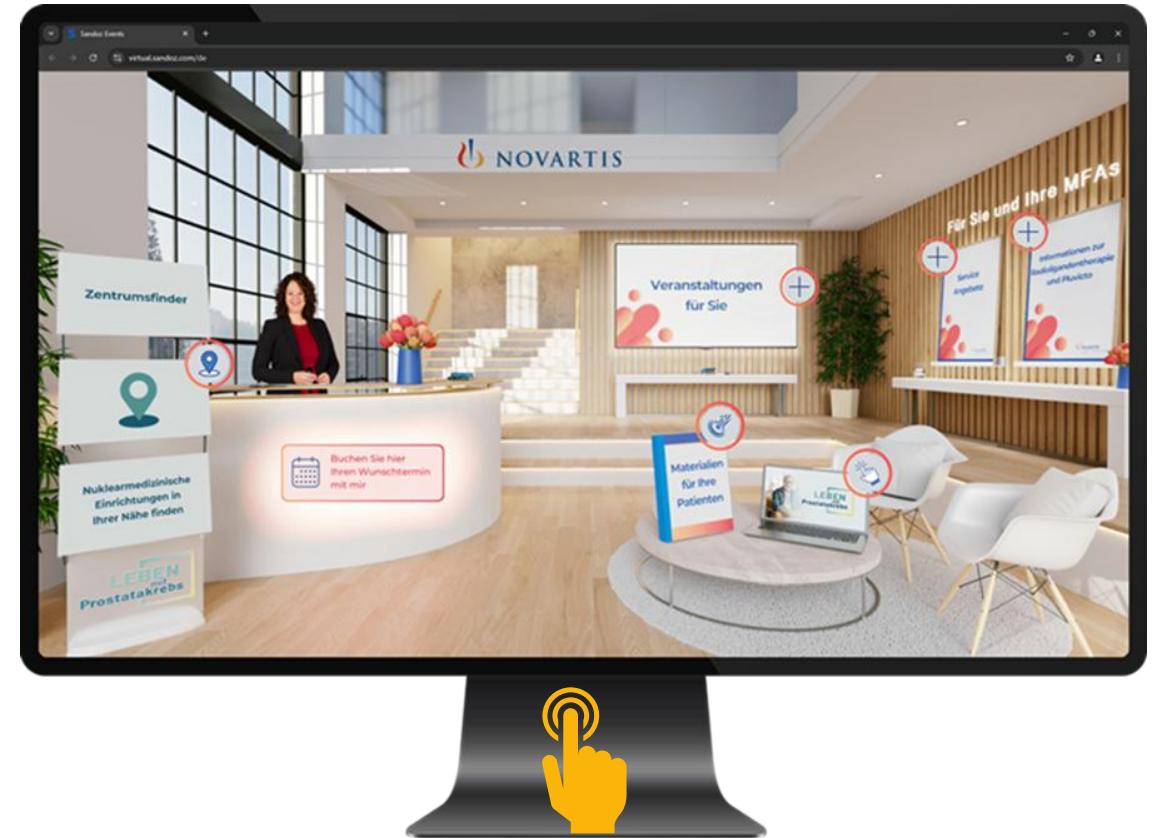
Use-Case V: Personal Meeting-Room

Invite customers to your own personal meeting room

- ◆ Target group: external
- ◆ Sales reps can invite customers to their own personal meeting room
- ◆ Personal meeting rooms can serve as permanently available content hubs or as a virtual meeting space

Examples

- ◆ Digital and interactive business card
- ◆ Meeting and content hub



Features & Functionalities

Use-Case VI: Corporate Metaverse Campus

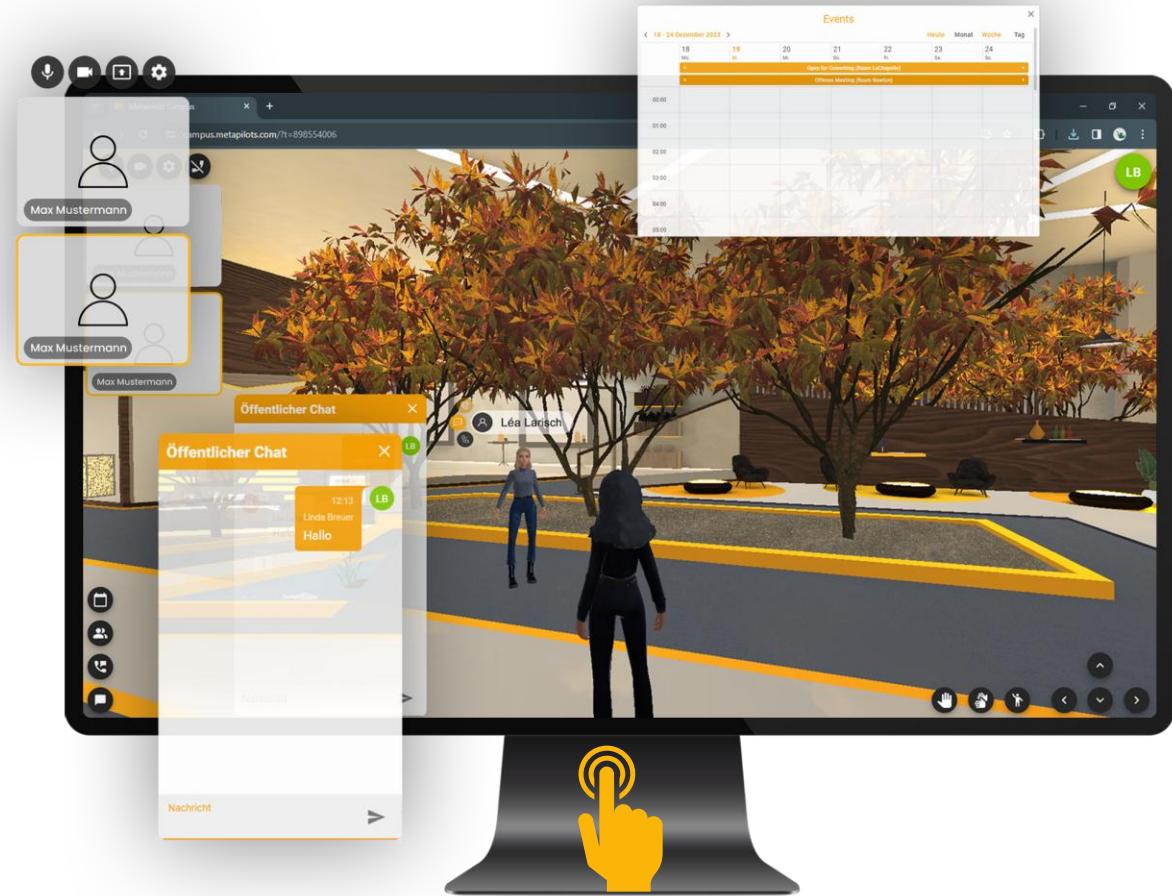


Immersive campus experience with your personal avatar

- ◆ Target group: internal and/or external
- ◆ The Corporate Metaverse is an avatar-based experience in which you can host meetings, content or simply network with other avatars

Examples

- ◆ Internal networking campus
- ◆ Event location for internal and external meetings
- ◆ Impressive content hub



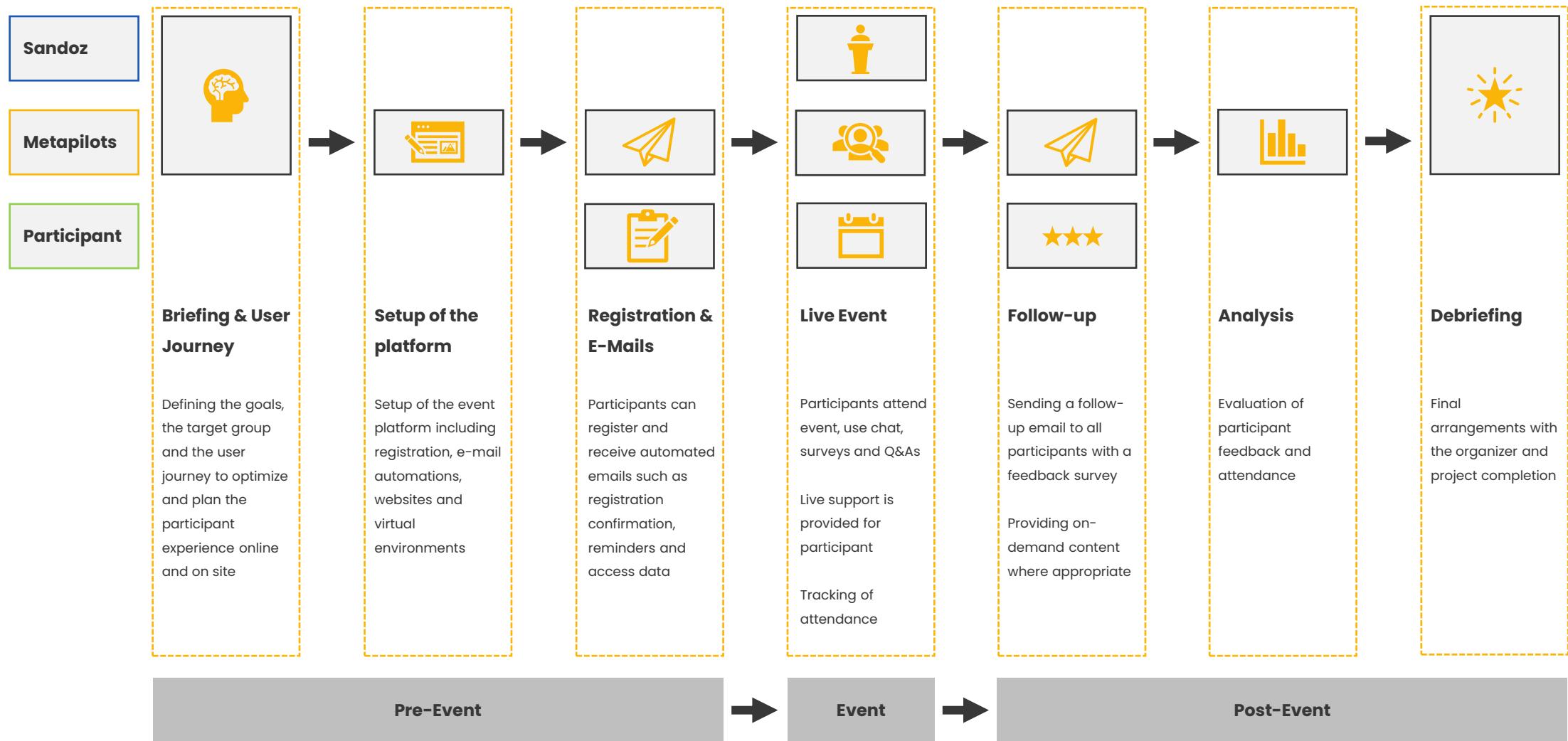
Event Process

Chapter 5



Event Process

Event Process



Solutions & Pricing

Chapter 6



Solutions & Pricing

The solution is pay-as-you-go, based on event-types



Event Types

Hybrid		
Type	Description	From €
H1	Registration platform and attendee management for a single hybrid event	1.875,00 €
H2	Registration platform and attendee management for an event series of minimum 4 events (costs per event)	750,00 €
H3	Registration platform, small event platform and attendee management for a single hybrid event	3.525,00 €
H4	Registration platform, large event platform and attendee management for a single hybrid event	5.625,00 €

Physical		
Type	Description	From €
P1	Registration platform and attendee management for a single physical event	1.387,50 €
P2	Registration platform and attendee management for an event series of minimum 4 events (costs per event)	1.012,50 €

Virtual		
Type	Description	From €
V1	Registration platform and attendee management for a single virtual event	1.387,50 €
V2	Registration platform and attendee management for an event series of minimum 4 events (costs per event)	1.012,50 €
V3	Registration platform, small event platform and attendee management for a single virtual event	3.037,50 €
V4	Registration platform, large event platform and attendee management for a single virtual event	5.287,50 €

Solutions & Pricing

Full individualization available – priced by effort



Add-ons		
Type	Description	From €
A1	Digital Governance / One Registry (Sandoz Process)	75,00 €

Additional Services		
Ressource	Description	Price per hour
Project Manager	Consultations, coordination and support	150,00 €
Content Manager	Setup and configuration of platform, implementation of content	150,00 €
Developer	Programming and development of individual features	150,00 €
System Integration	Integration of third-party-systems	150,00 €
3D Artist	Design of virtual environments (3D/360°/Metaverse Extension)	90,00 €

Detailed information about pricing is listed in Sandoz „Operational Rate Card 22.02.2024“

Contact

Chapter 7



Contact

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