



# Virtual Engagement Platform

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31.01.2025



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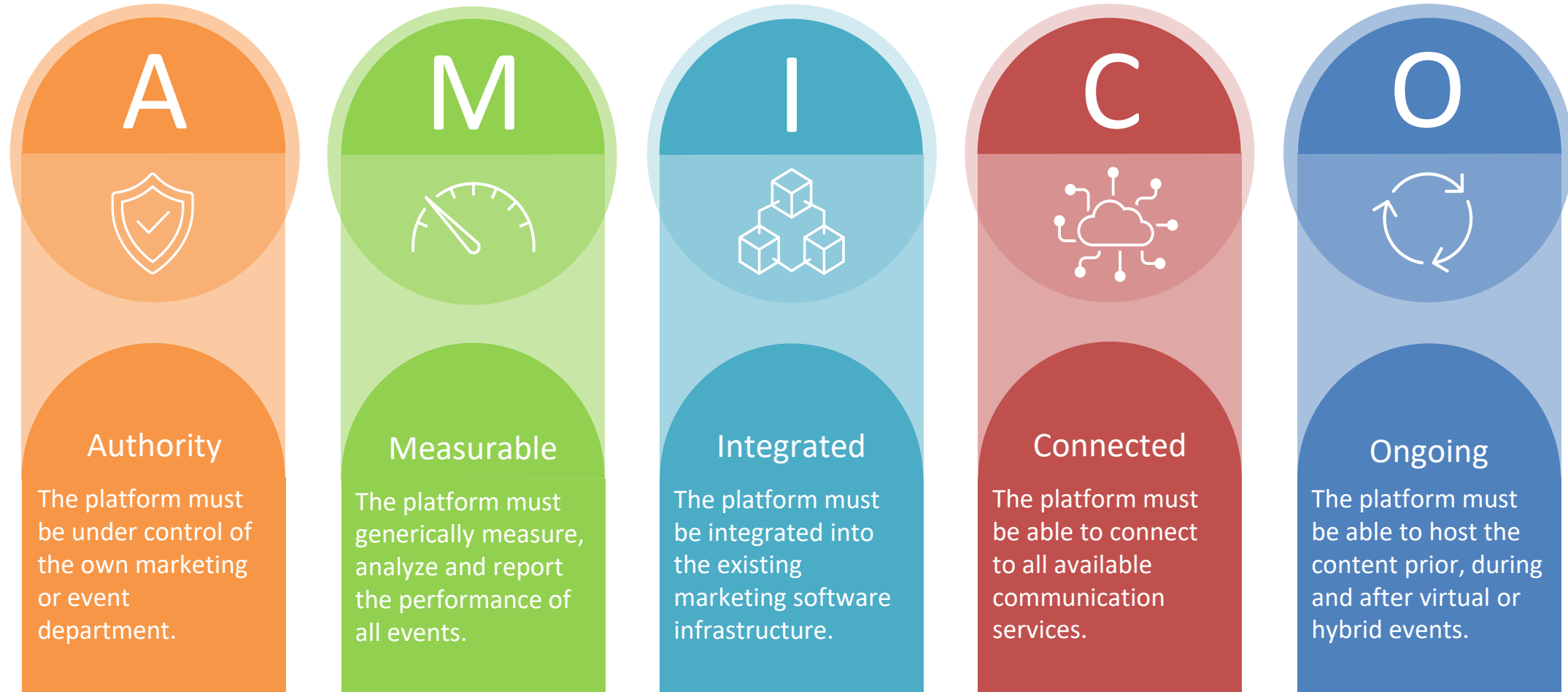
# Vision & Ideology

## Chapter 1



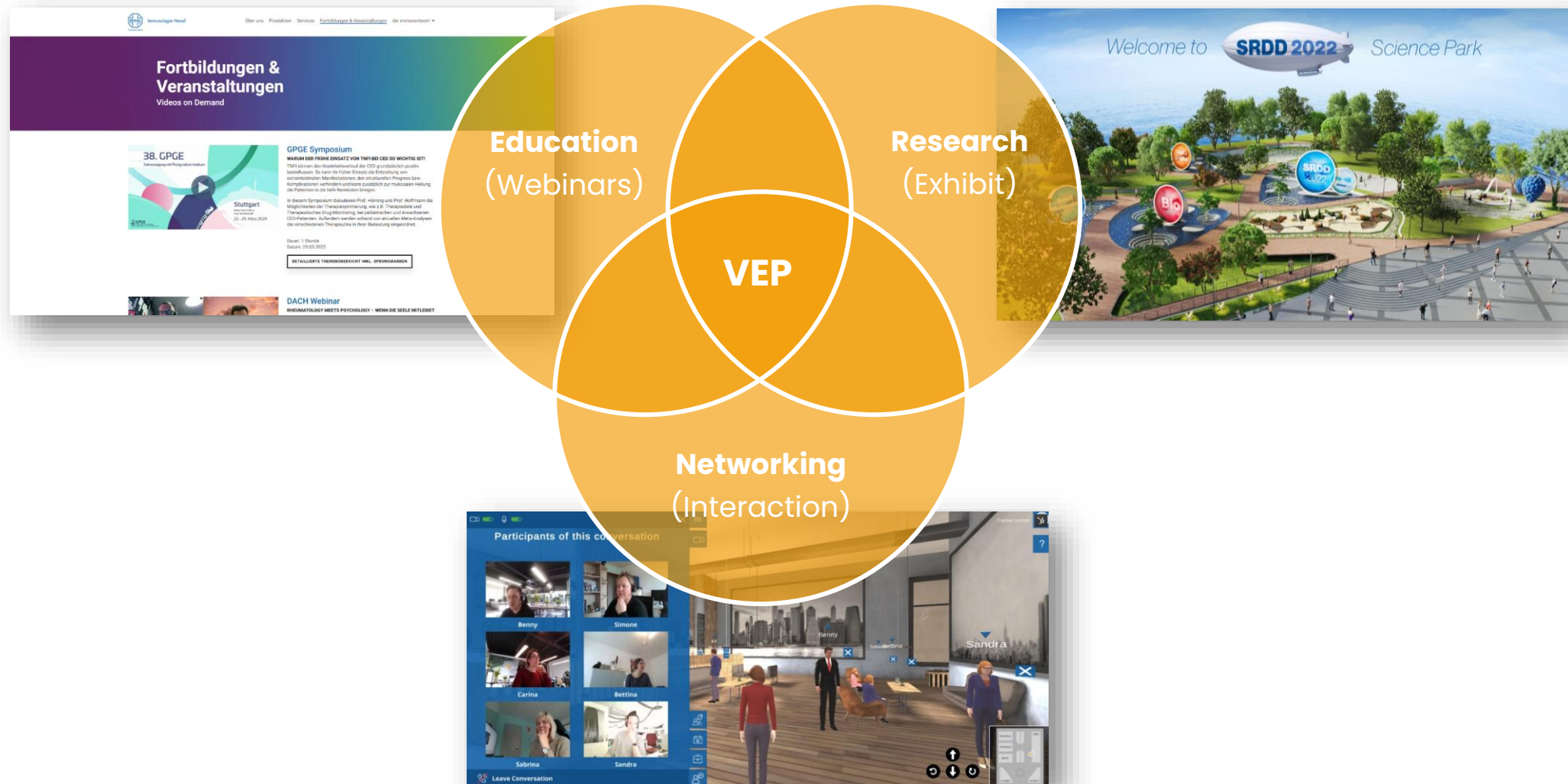
# Vision & Ideology

The AMICO Model focuses on Integration, Connection & Ongoing Content



# Vision & Ideology

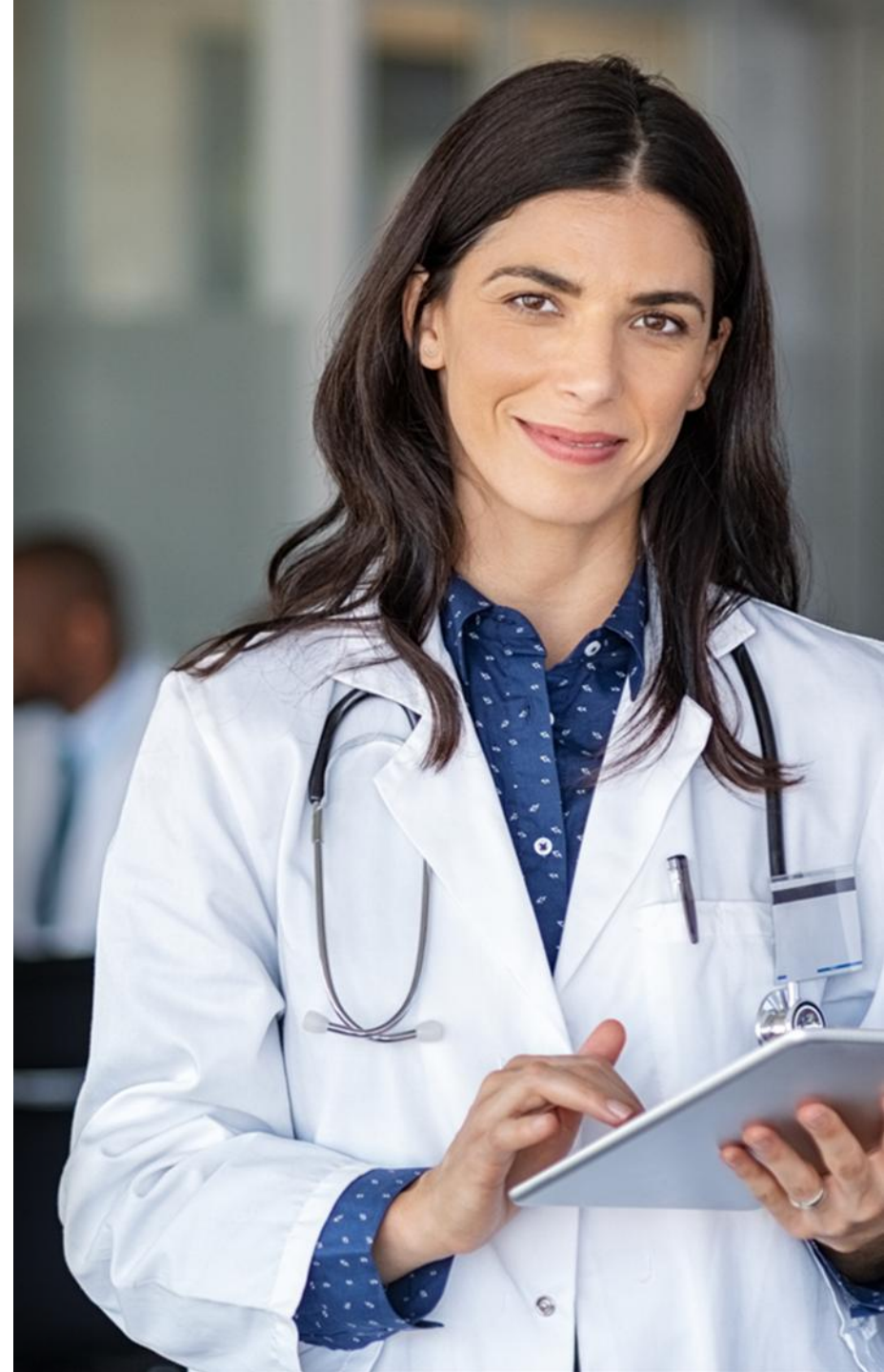
Events (virtual & physical) must satisfy three needs: Education, Research & Networking





# Platform & Technology

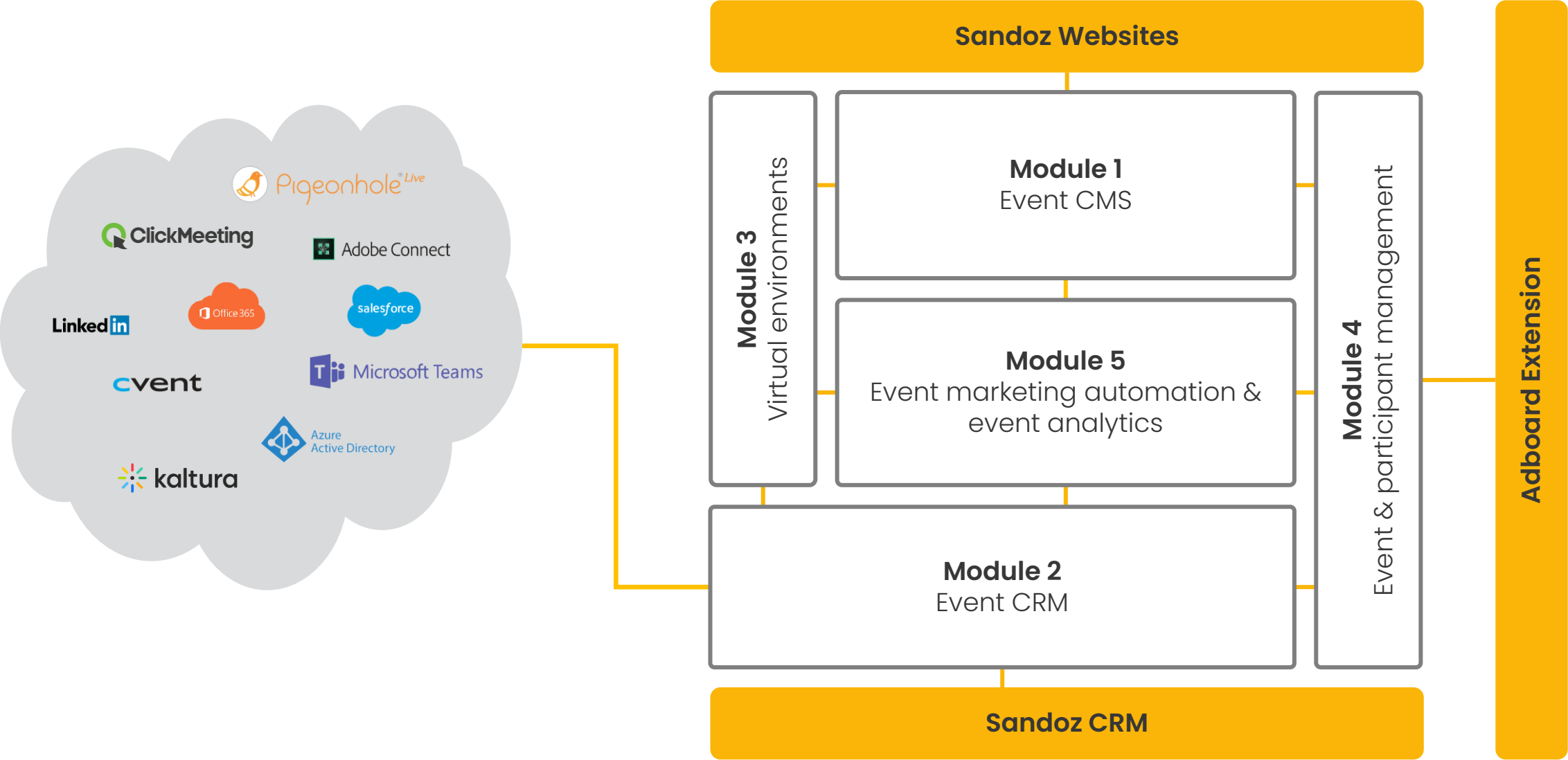
## Chapter 2



# 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

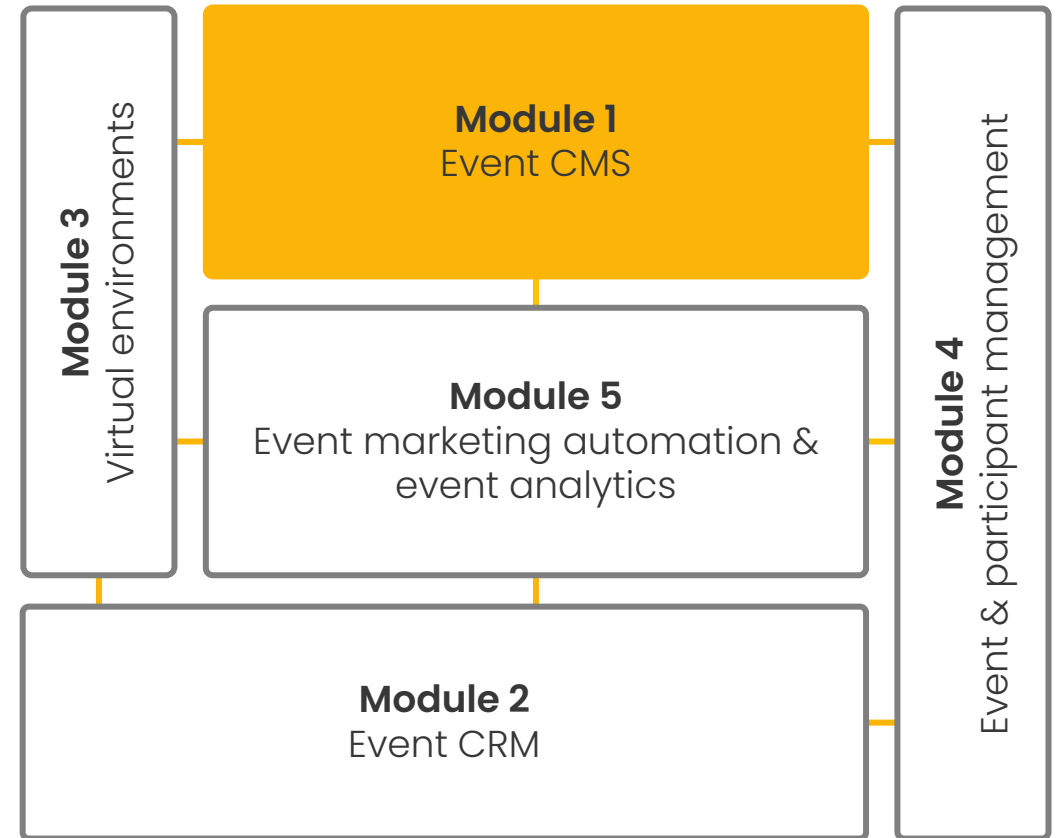
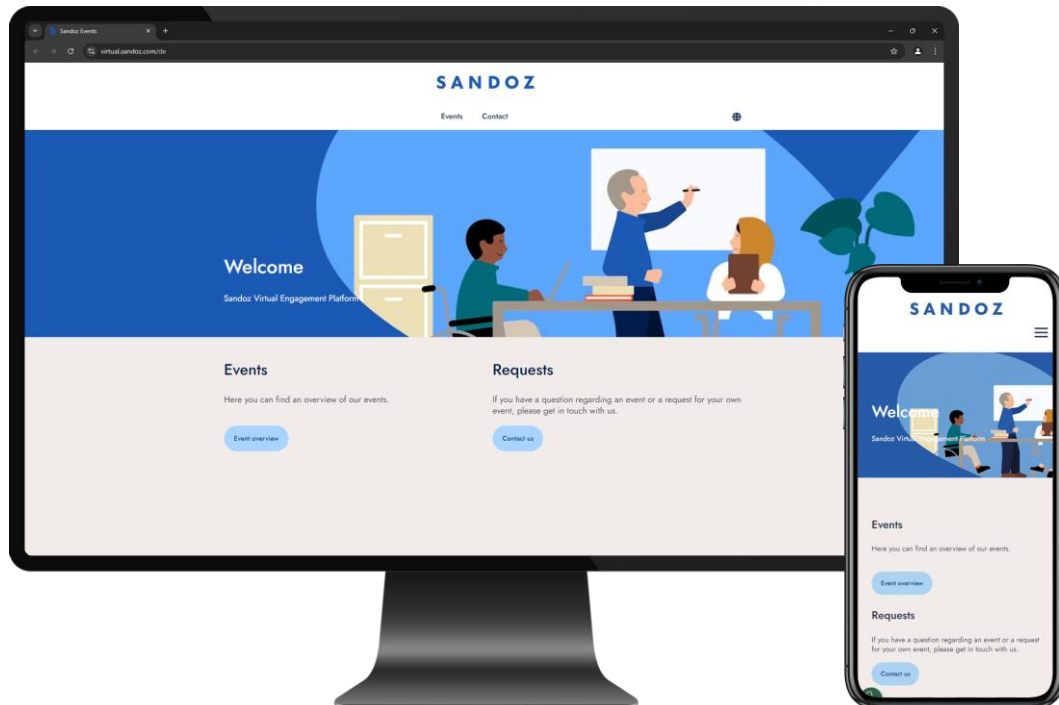
## Chapter 3



# Features & Functionalities

## Module 1: Event CMS

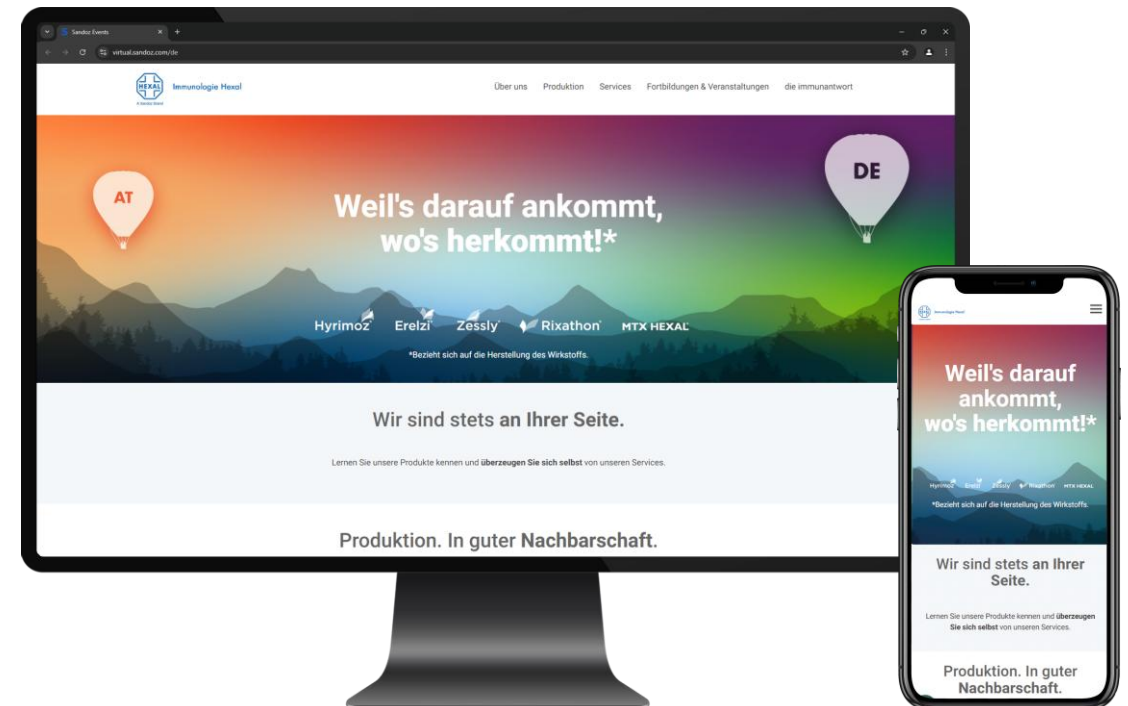
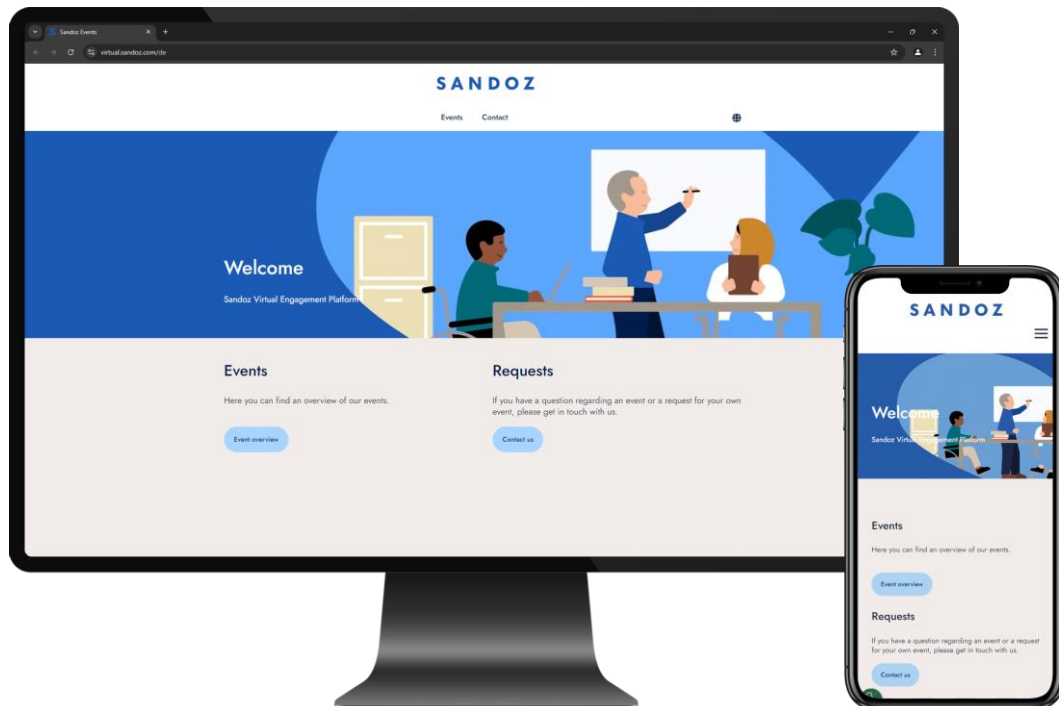
- The module 1 (Event CMS) offers a fully customizable Content-Management-Systems that has been adopted to the **new Sandoz corporate design**.
- The CMS is hosted on the domain **virtual.sandoz.com**.
- The CMS offers a **fully responsive design** on all devices for an optimal user experience.



# 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.

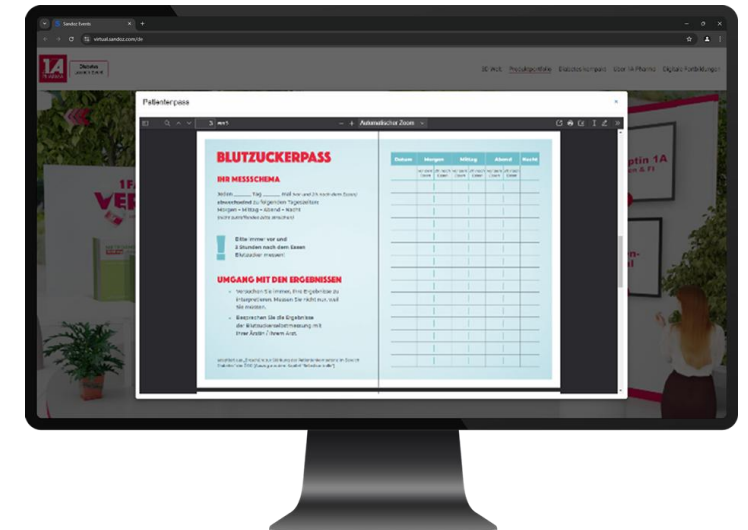
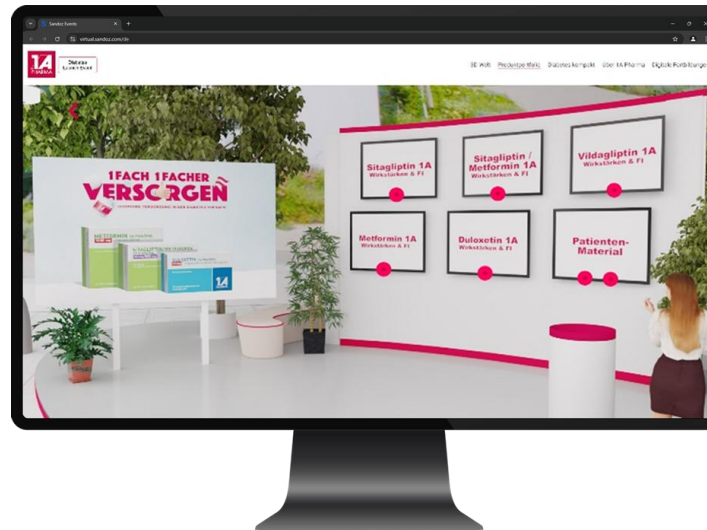




# Features & Functionalities

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



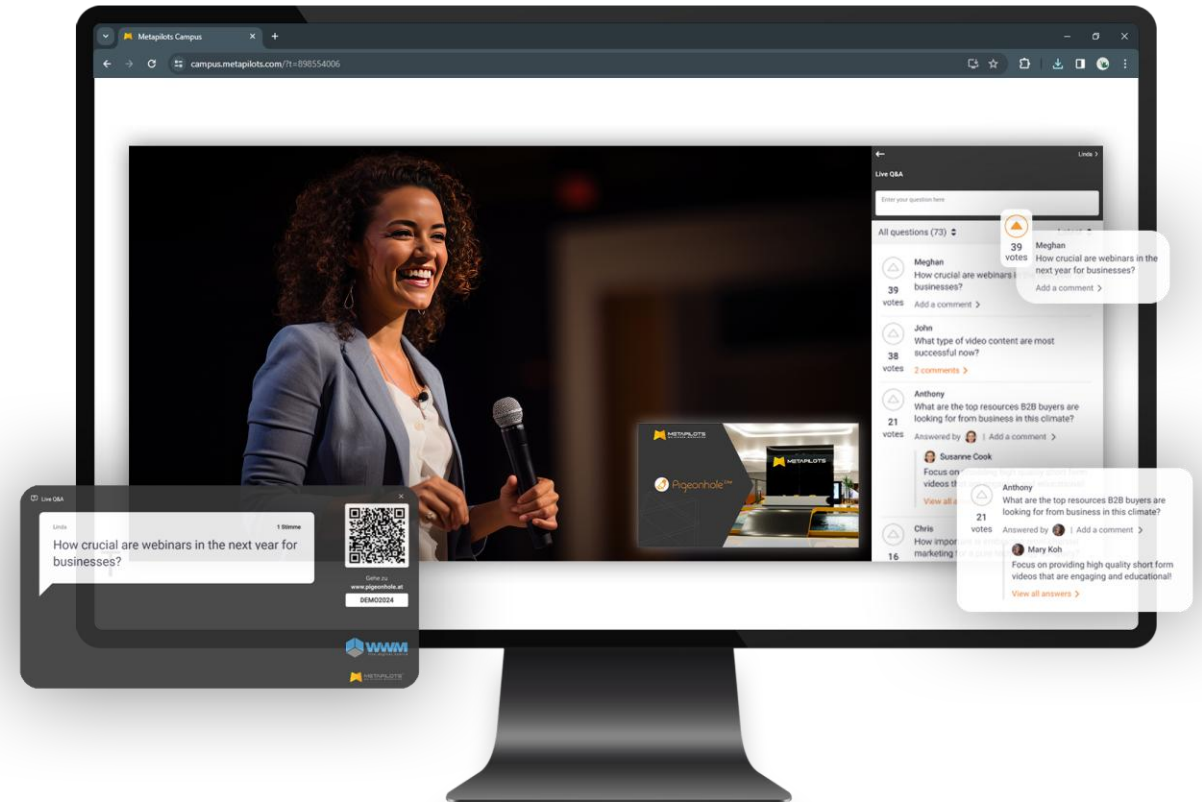


# Features & Functionalities

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.

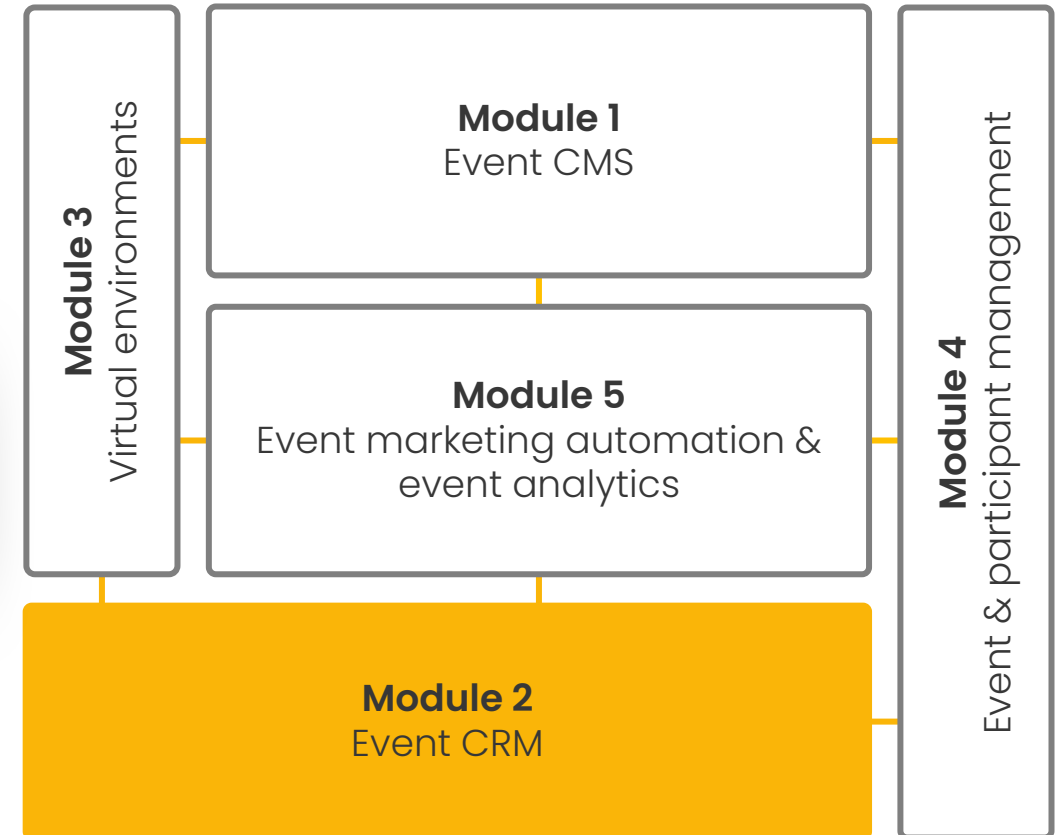
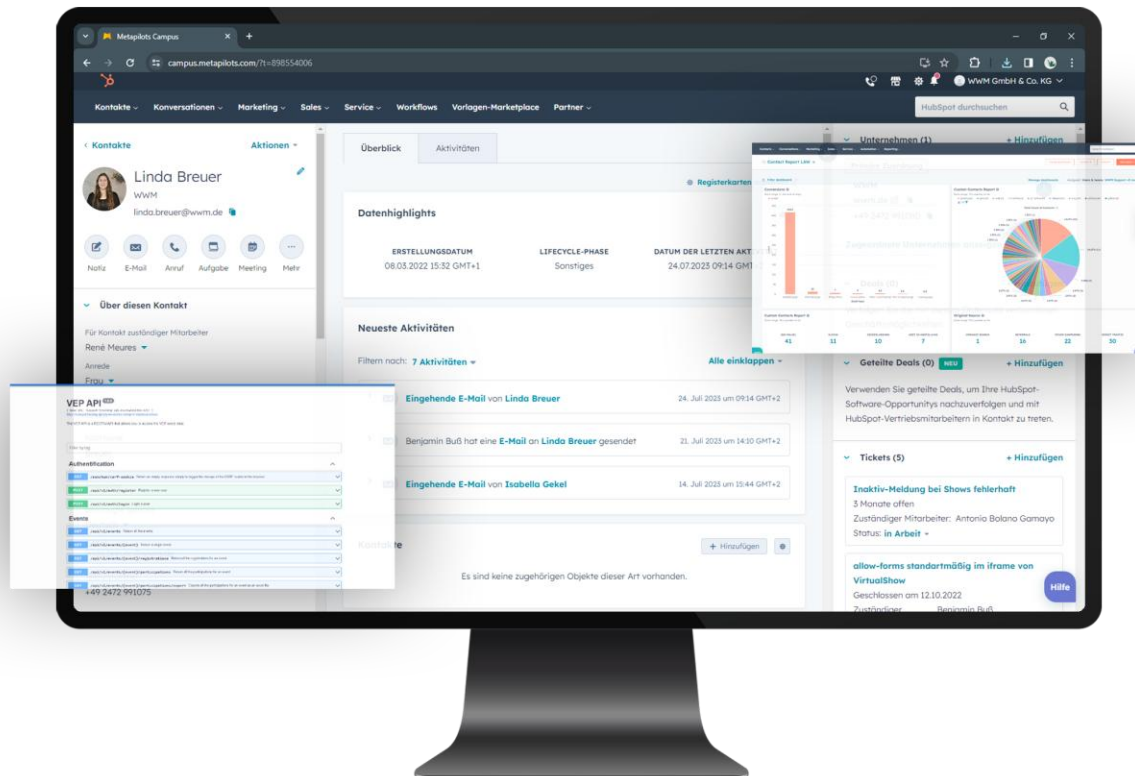


# Features & Functionalities

## 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.

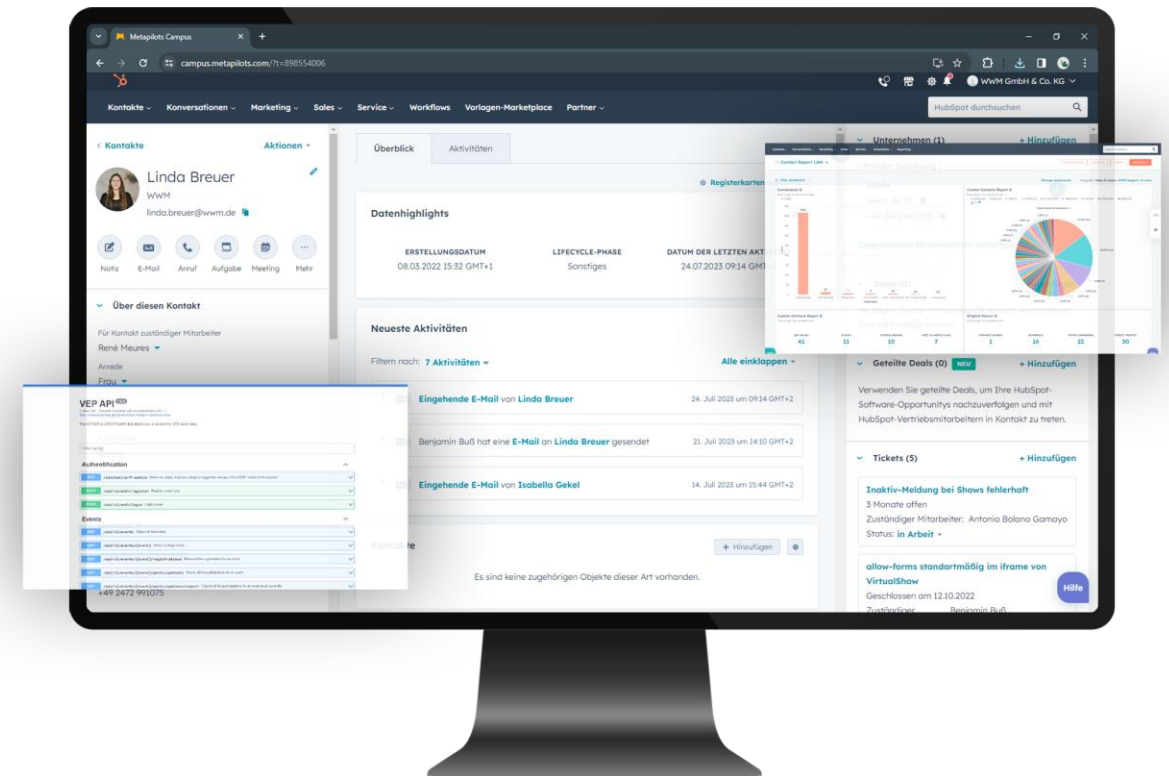


# Features & Functionalities

## Module 2: Event CRM



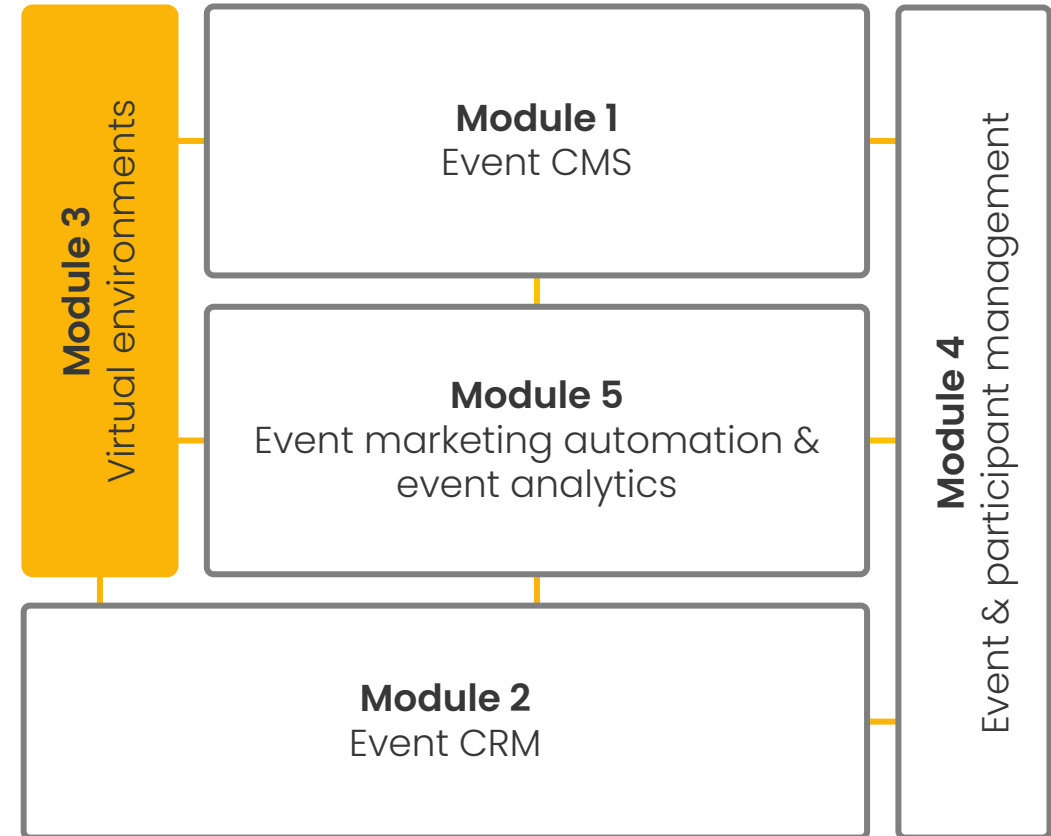
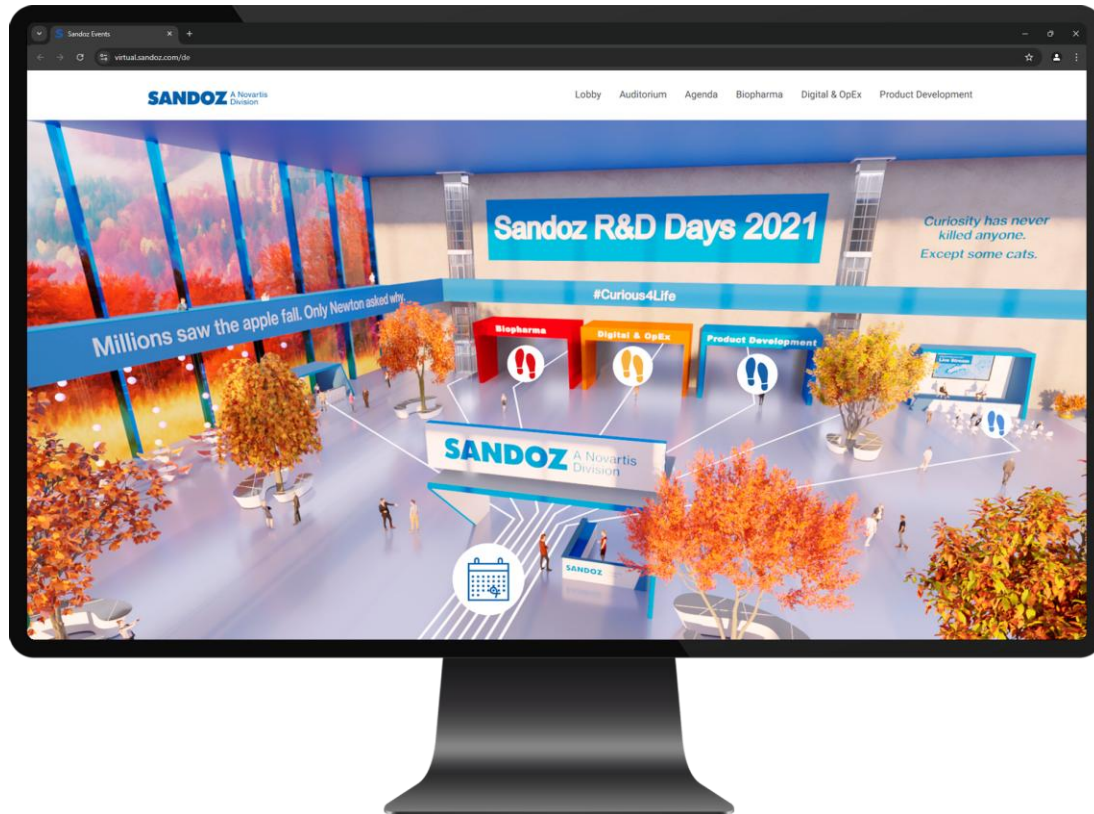
- Every personal data entry (import or form) in the VEP creates contact data records
- Every activity of a visitor is saved in the contact data records
- An API is available to establish a connection between the event CRM and the Sandoz CRM
- This API can synchronize registrations, events, attendance, 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

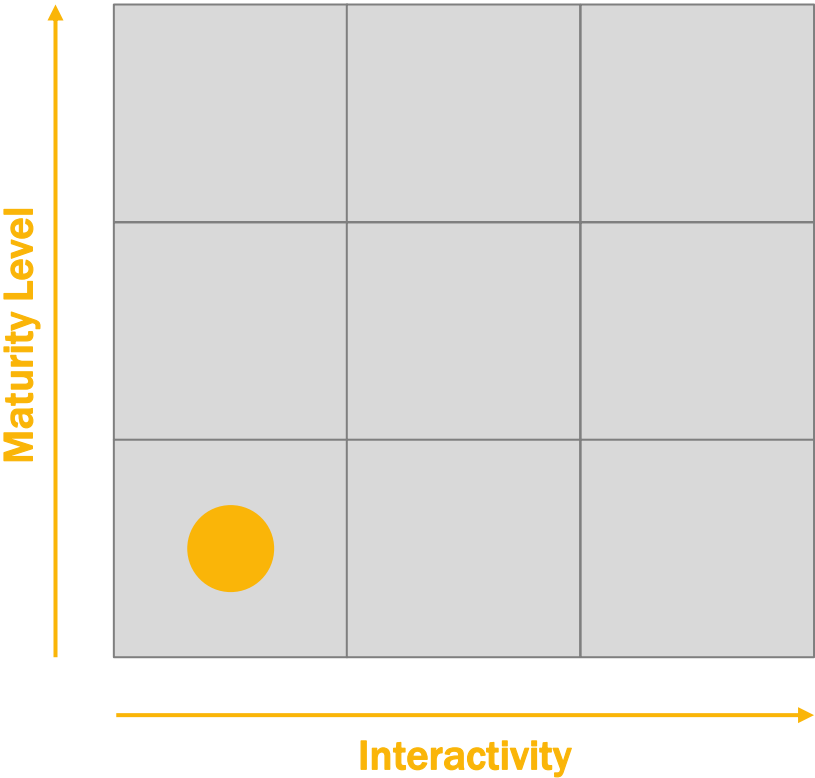
- 3D
- 360°
- Metaverse





# Features & Functionalities

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





# Features & Functionalities

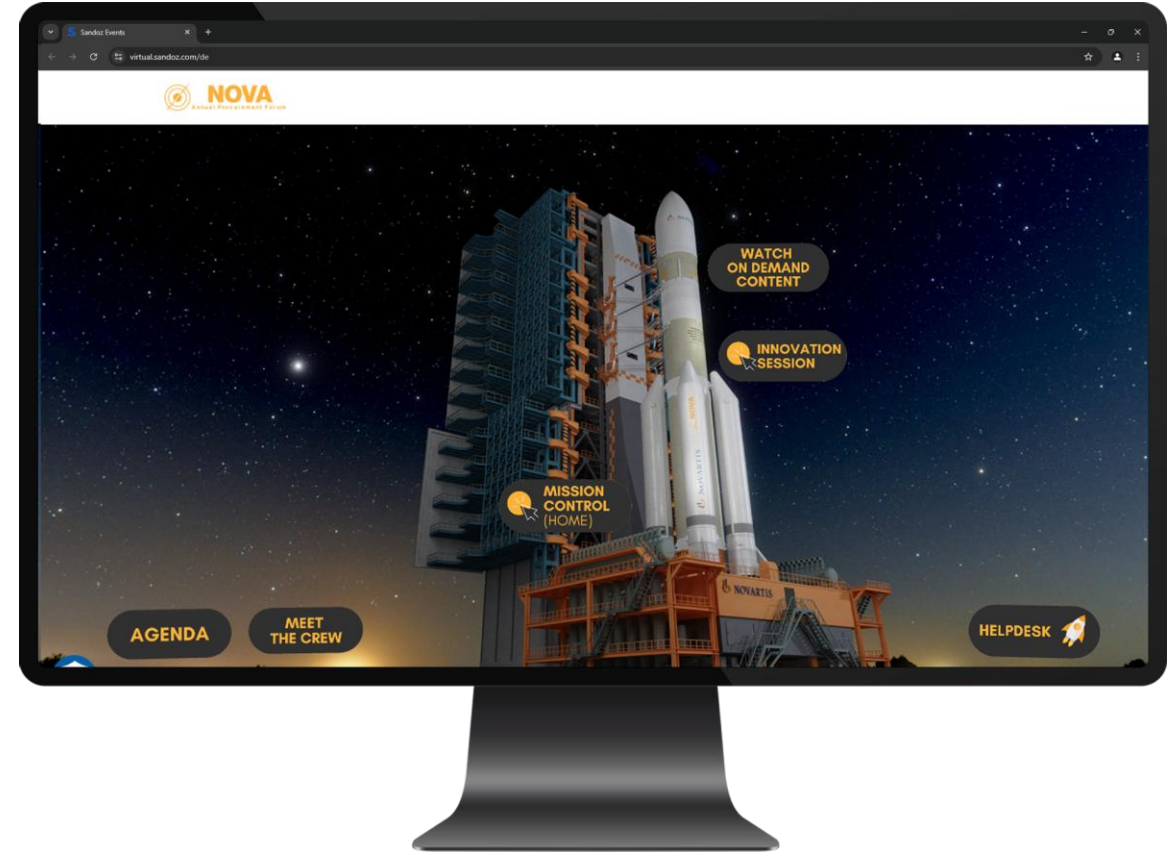
## Module 3: Virtual environments – 3D Environments advantages and disadvantages

### 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

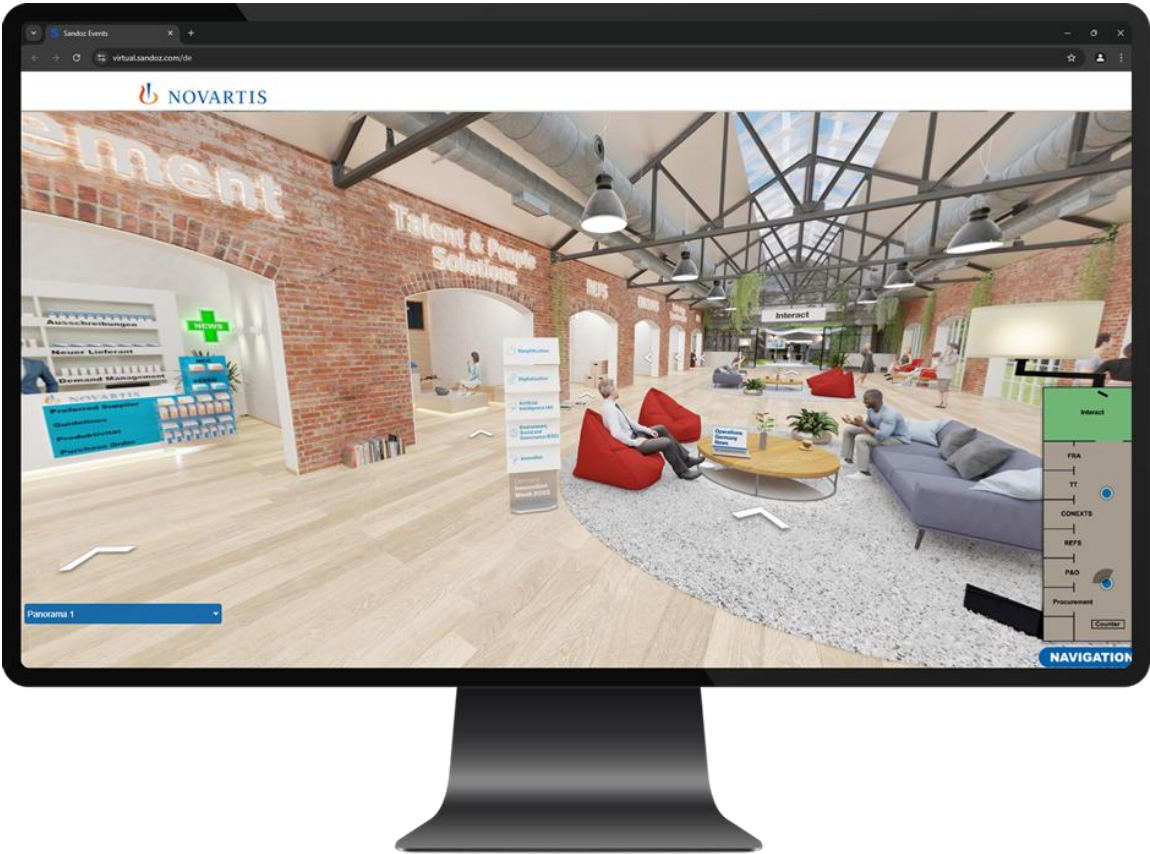
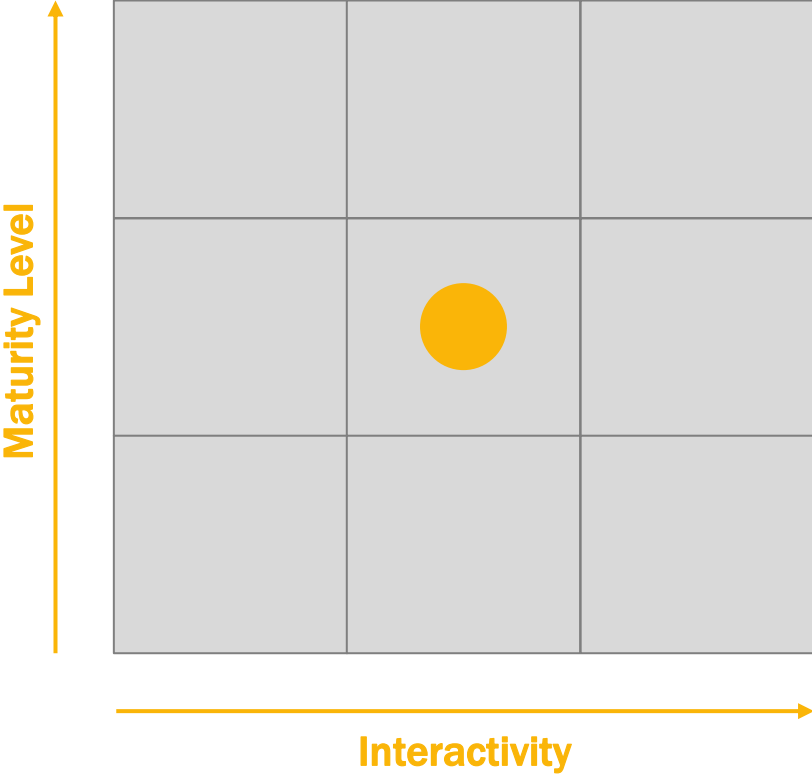
- No movement within the image possible
- "Rigid" appearance



# Features & Functionalities



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



# Features & Functionalities

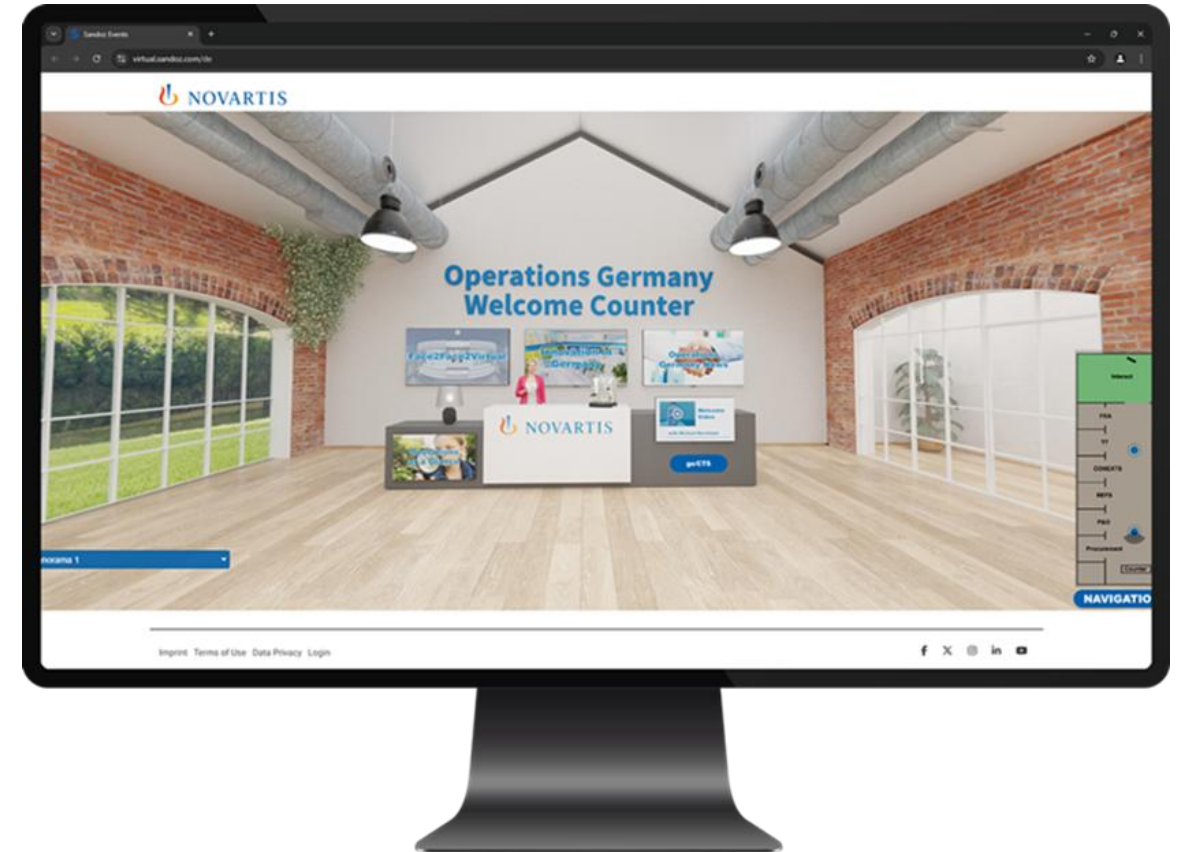
## Module 3: Virtual Environments – 360° Environments advantages and disadvantages

### 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

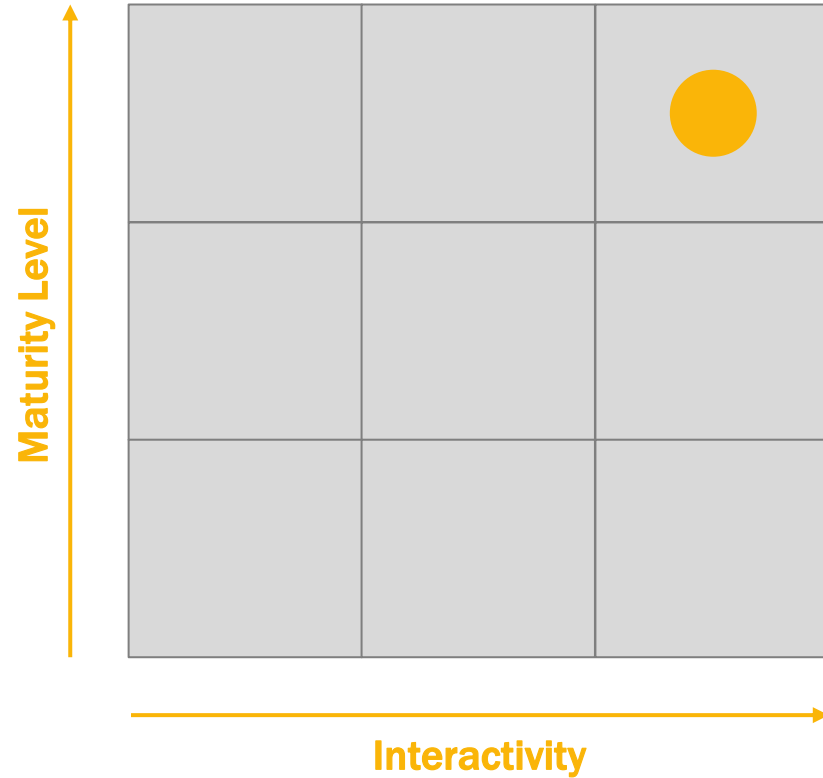
### Disadvantages

- 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

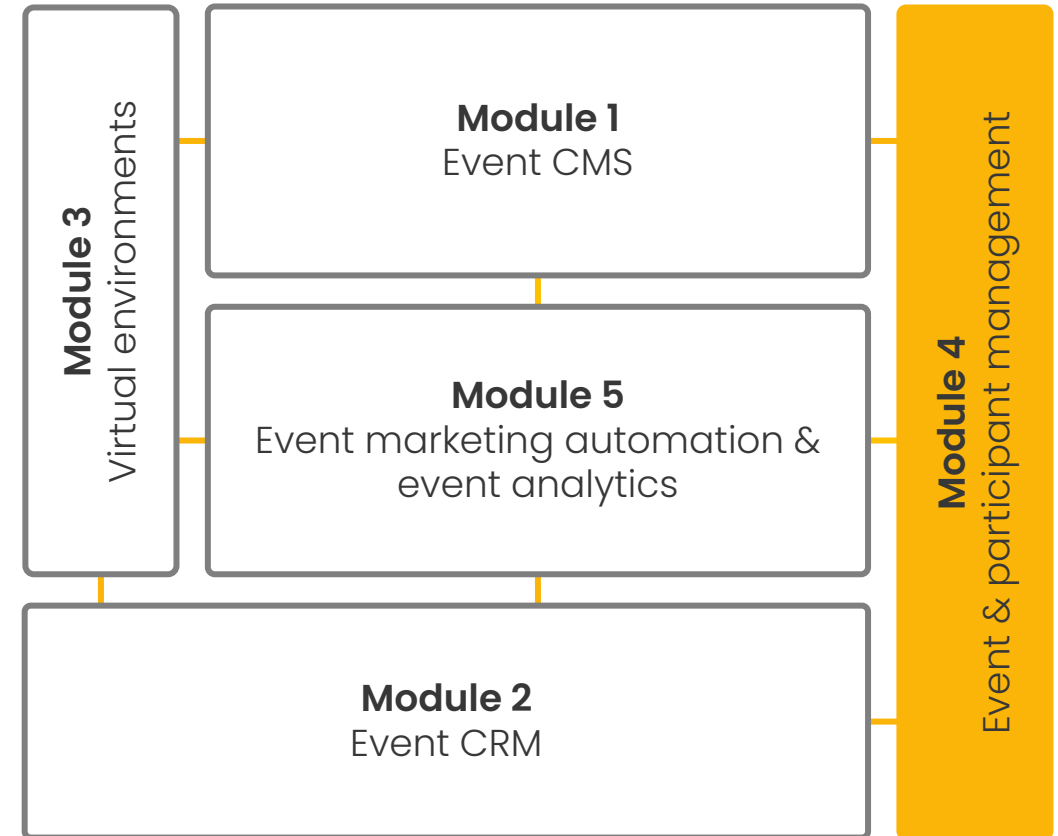
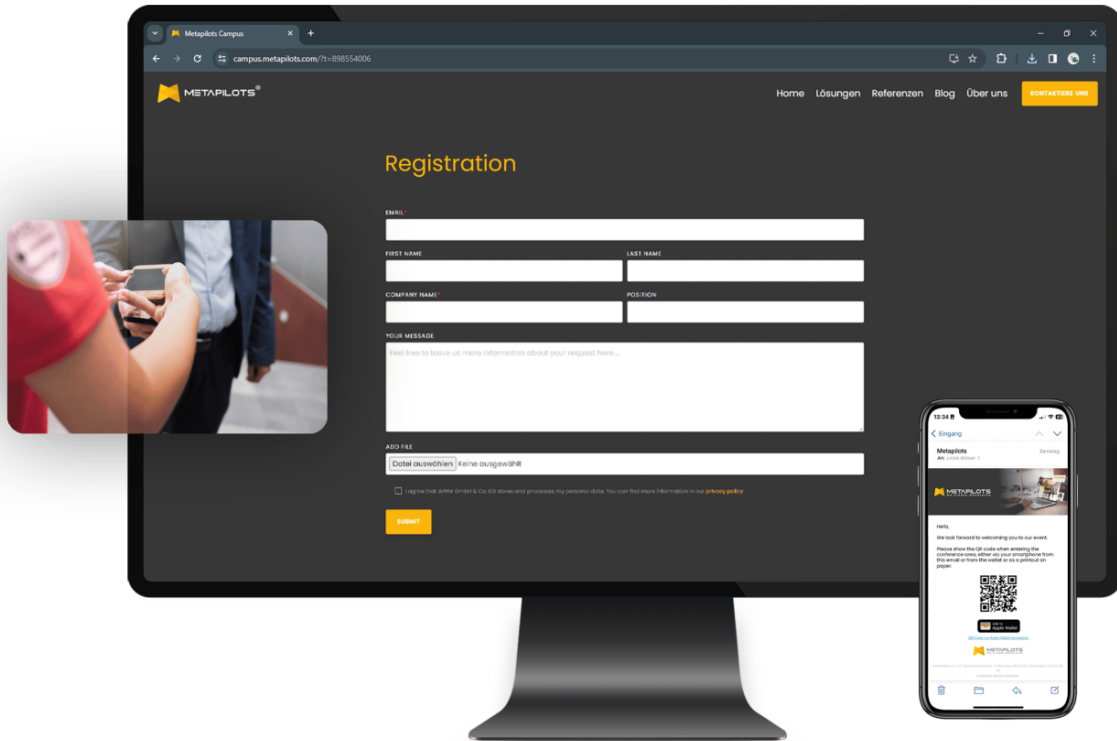




# Features & Functionalities

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.

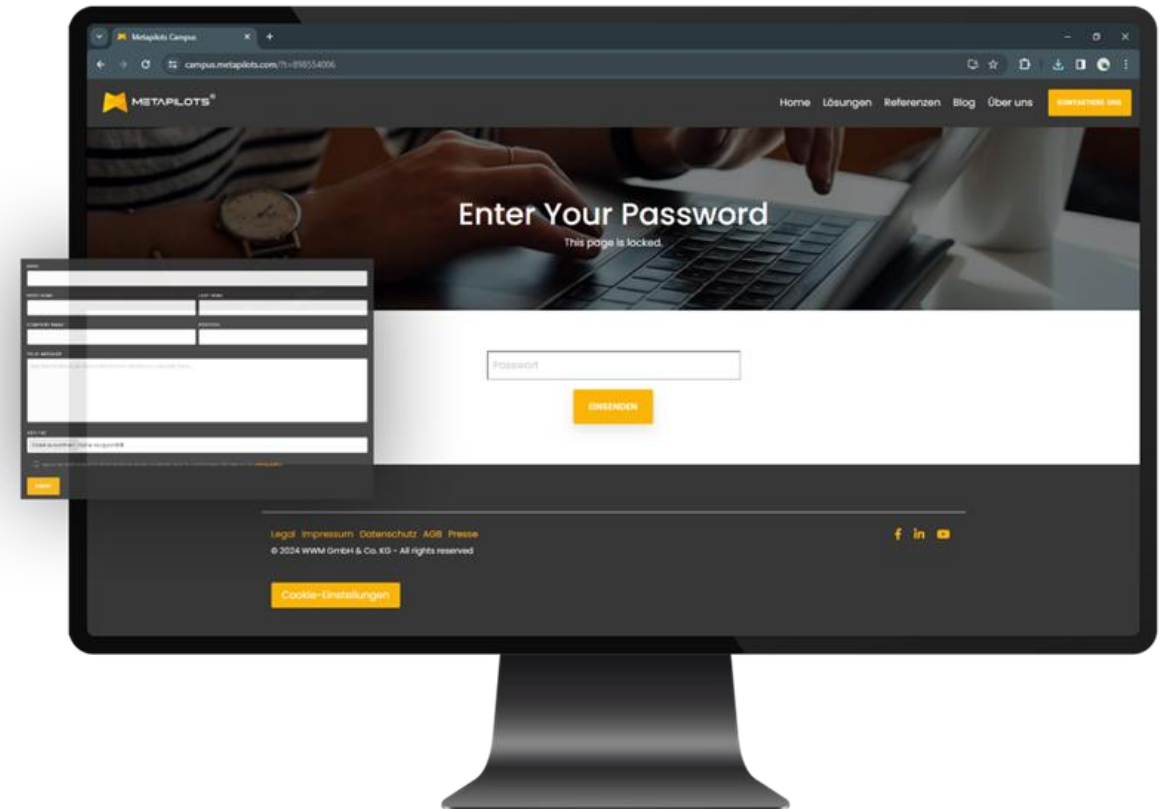


# Features & Functionalities

## 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

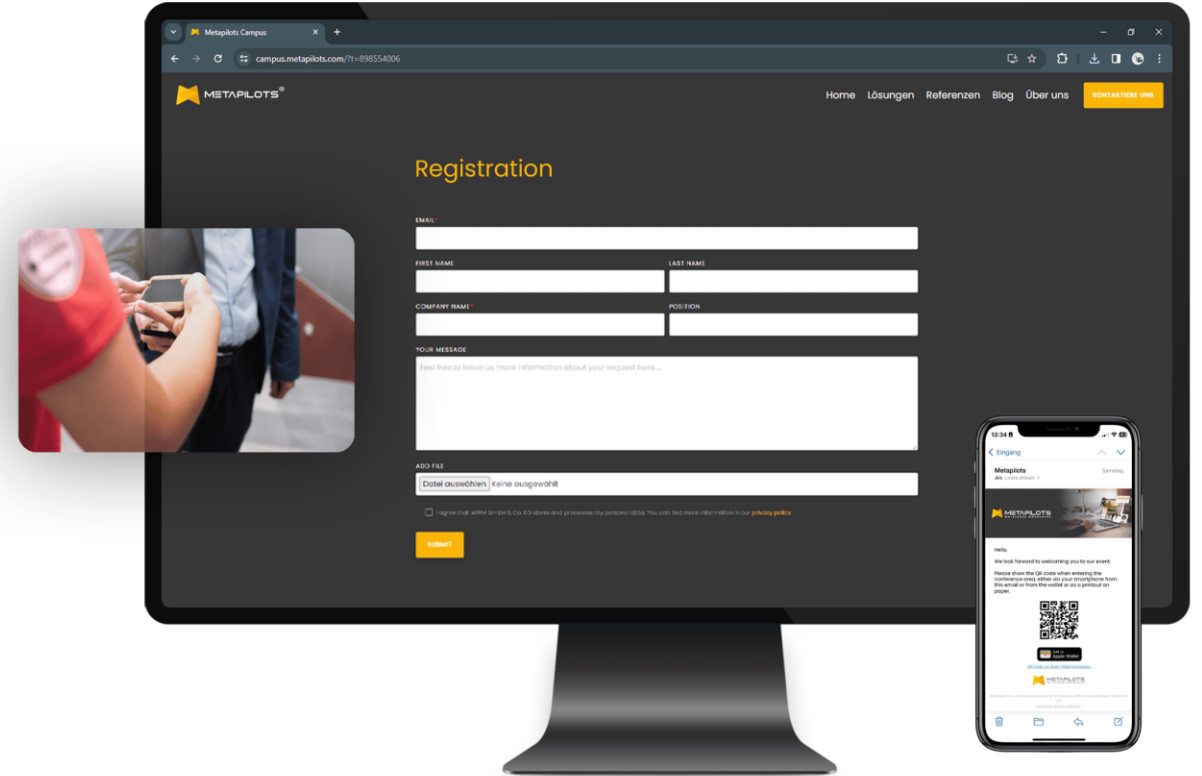


# Features & Functionalities

## Module 4: Event & Participant Management for in person events



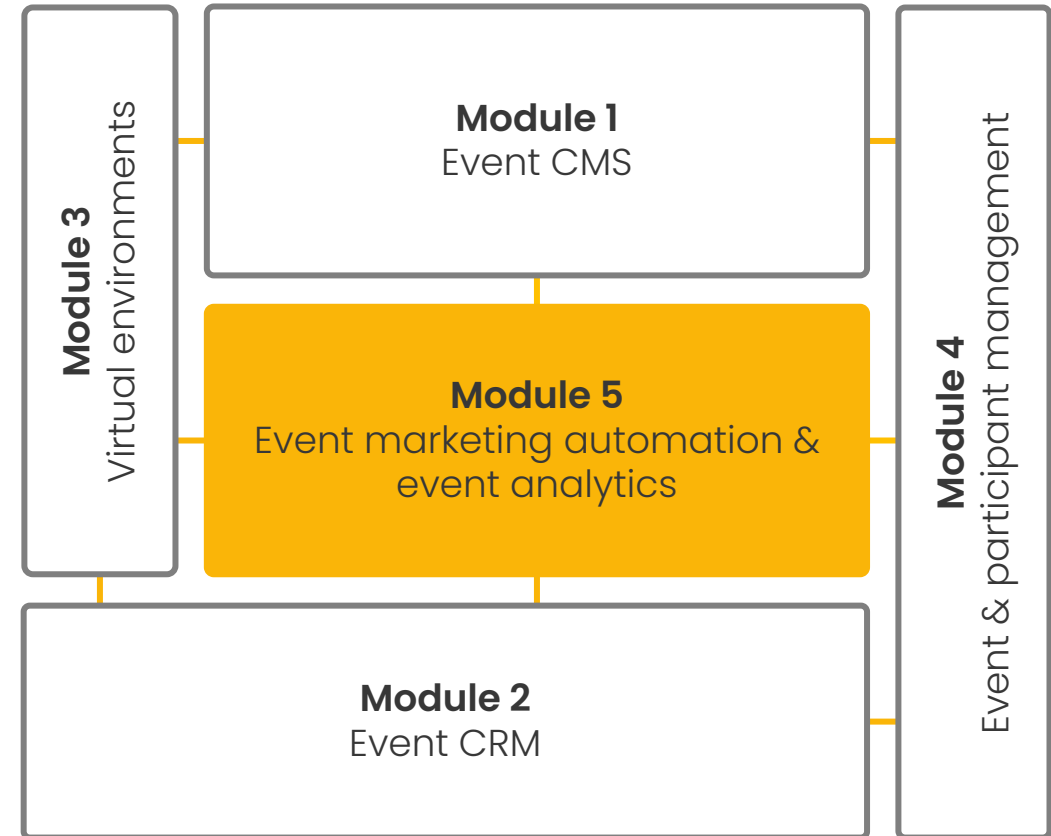
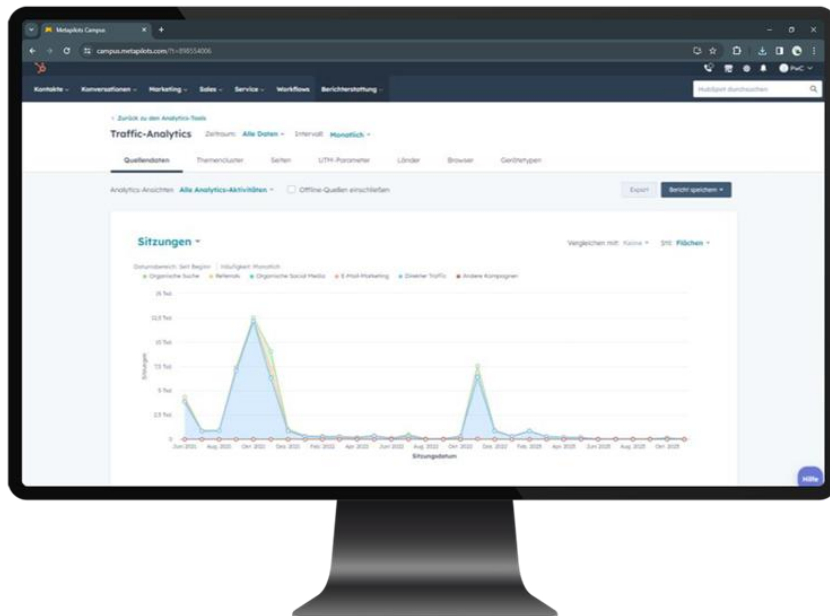
- Immediately after registration, participants will receive a personalized e-mail containing a personalized QR code.
- On site, employees scan the QR codes with a special app when participants enter or leave rooms.
- The app recognizes the QR code and sends the attendee data to our VEP CRM, which can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

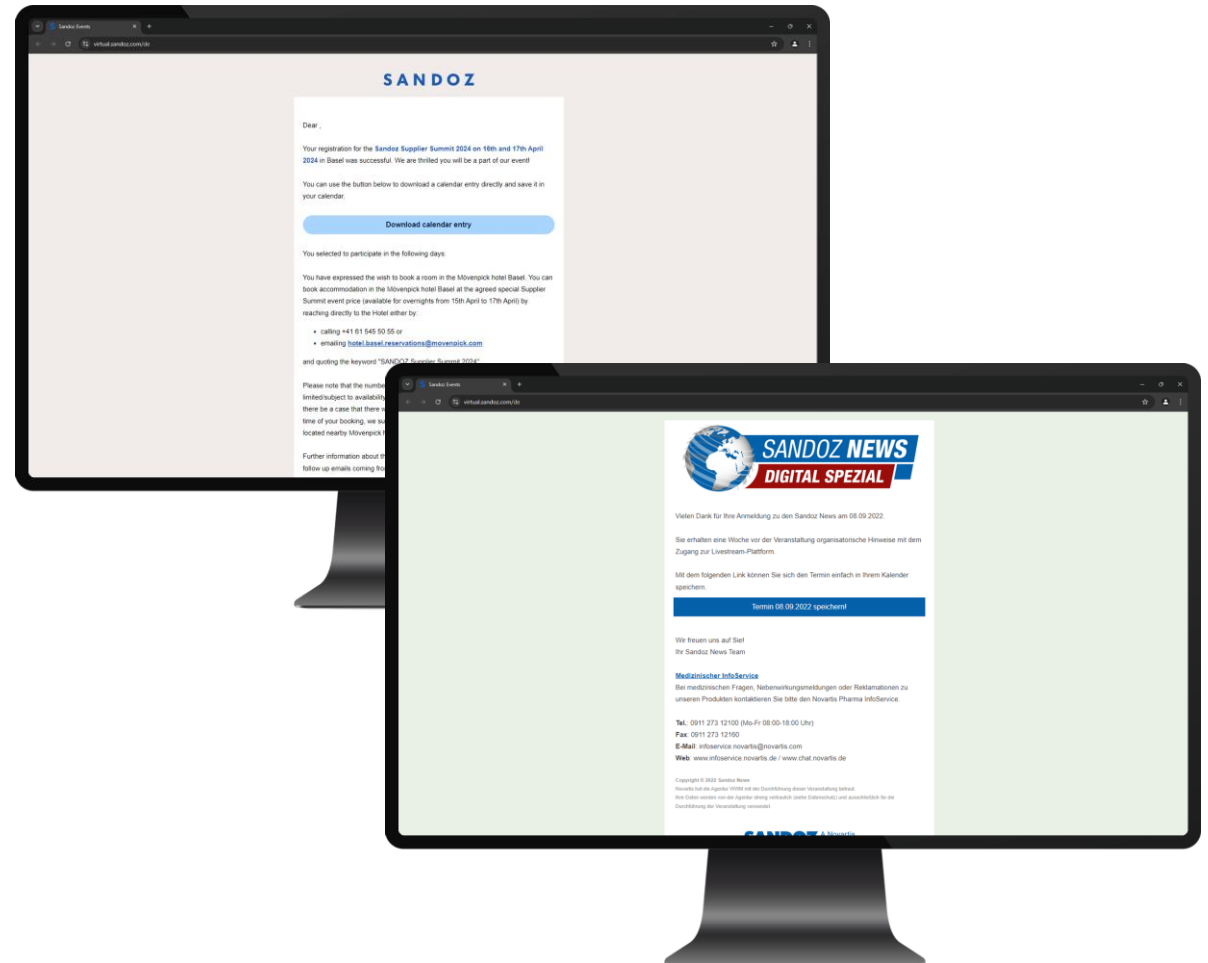


# Features & Functionalities

## 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

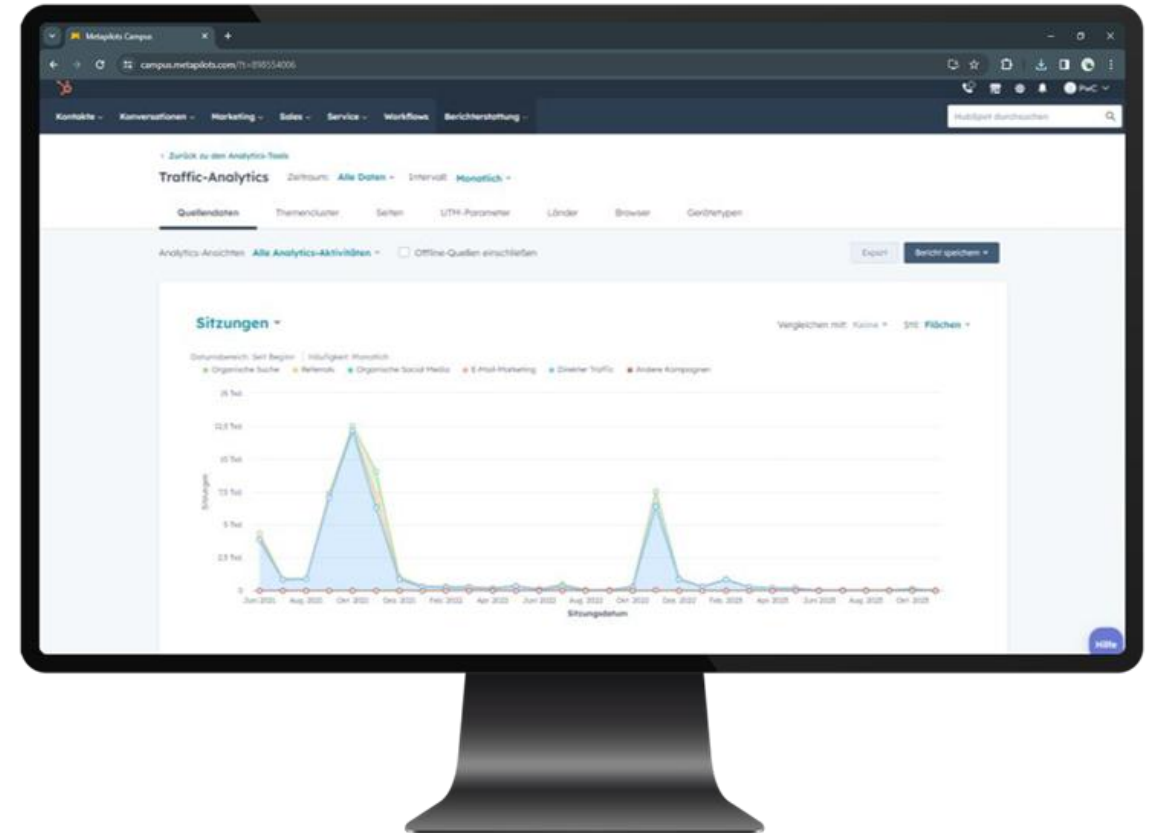


# Features & Functionalities

## 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

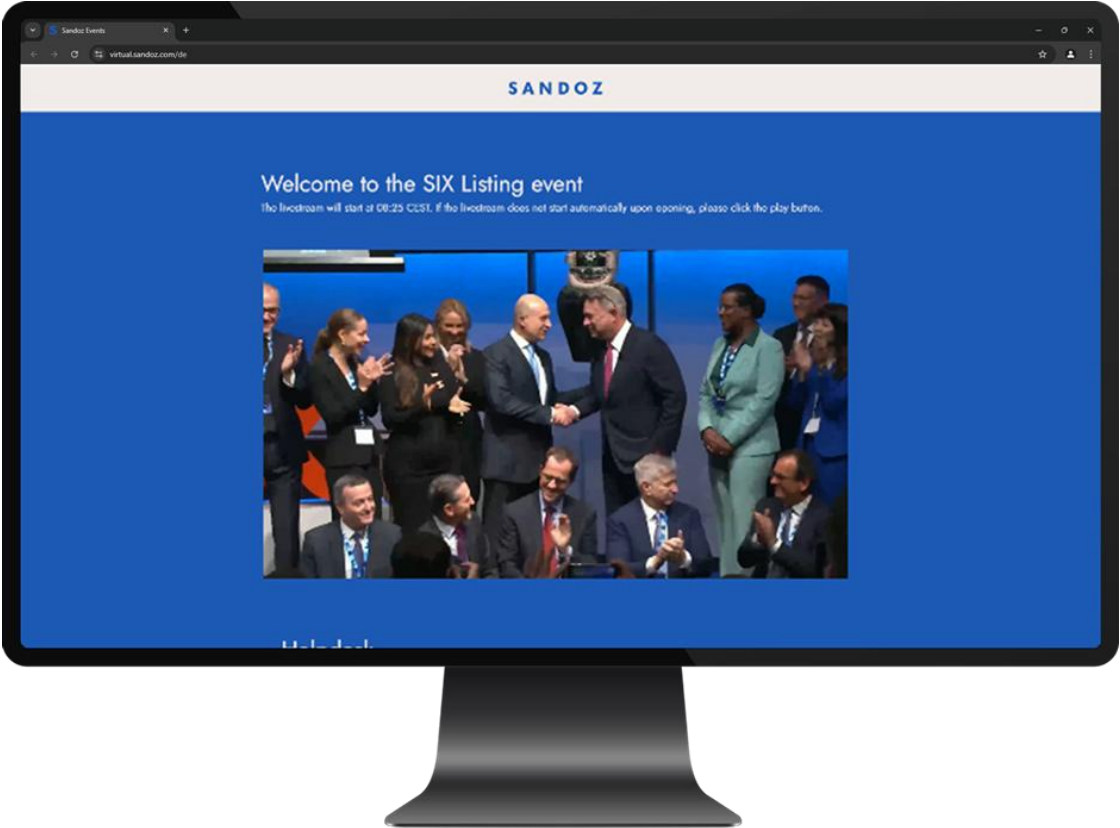
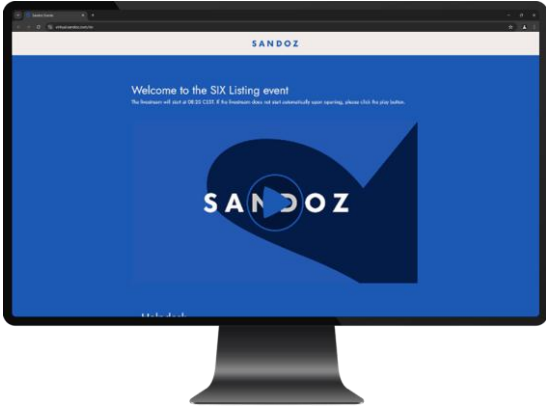
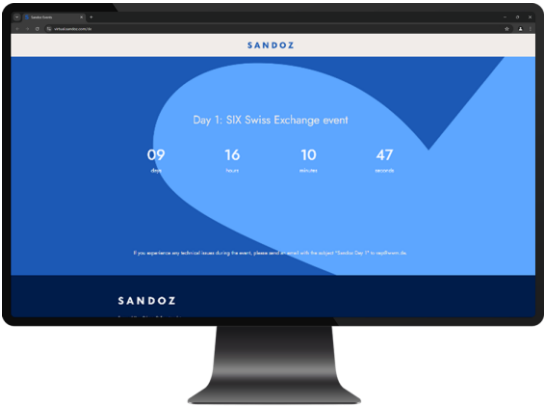


# Use Cases & Examples

## Use-Case I: Public Event



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

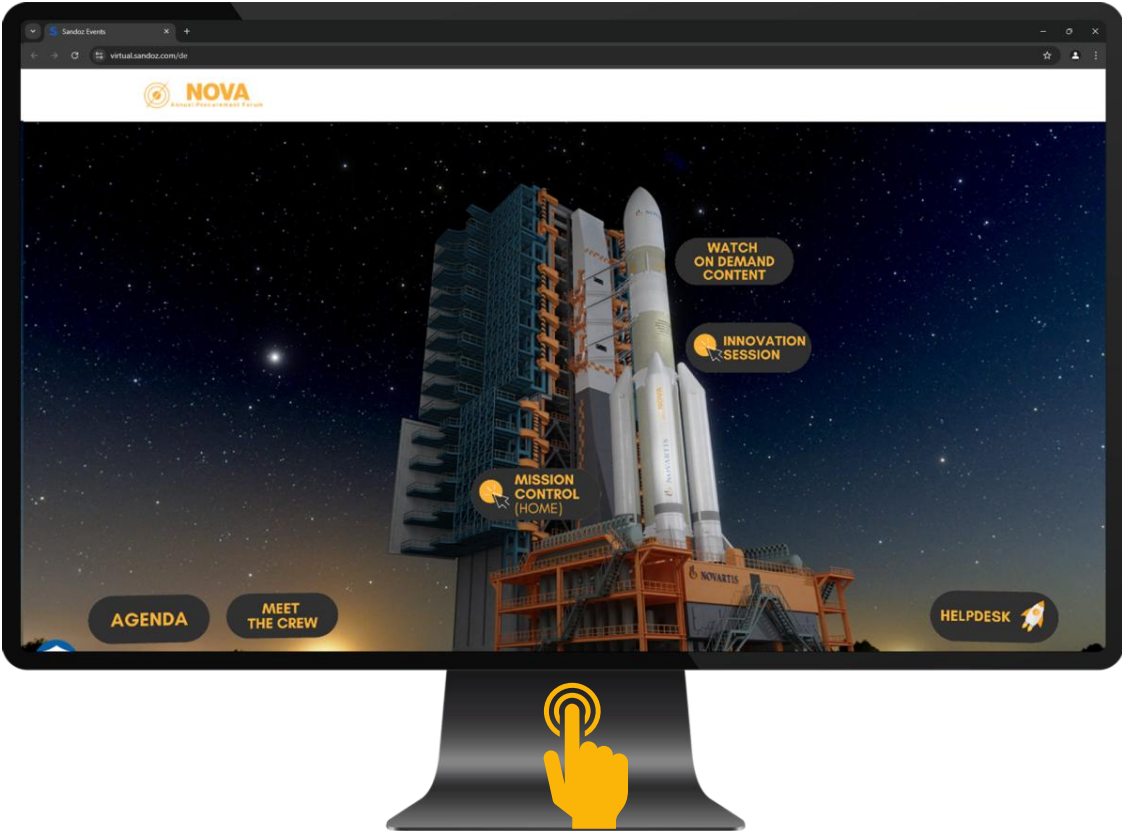
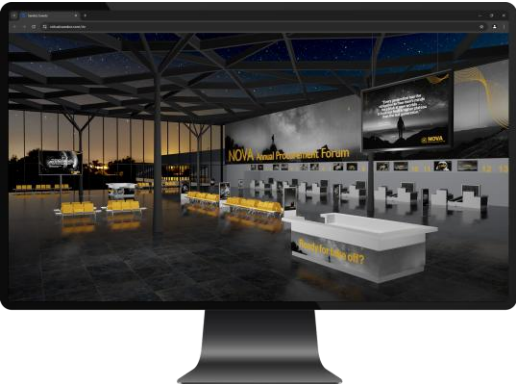


# Use Cases & Examples

## Use-Case II: Internal Event



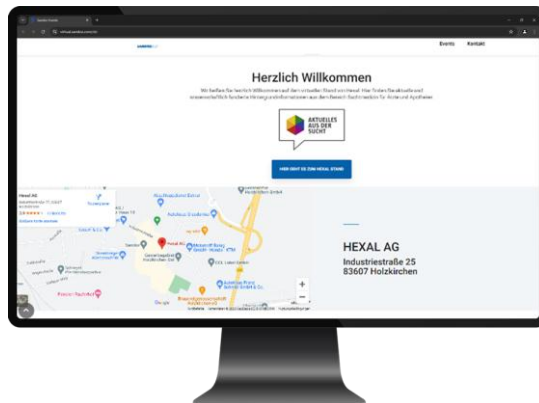
Project Name:	Annual Procurement Forum
Country/Region:	Global
Format:	Virtual Event
Target Group:	Internal



# Use Cases & Examples

## Use-Case III: External Congress

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

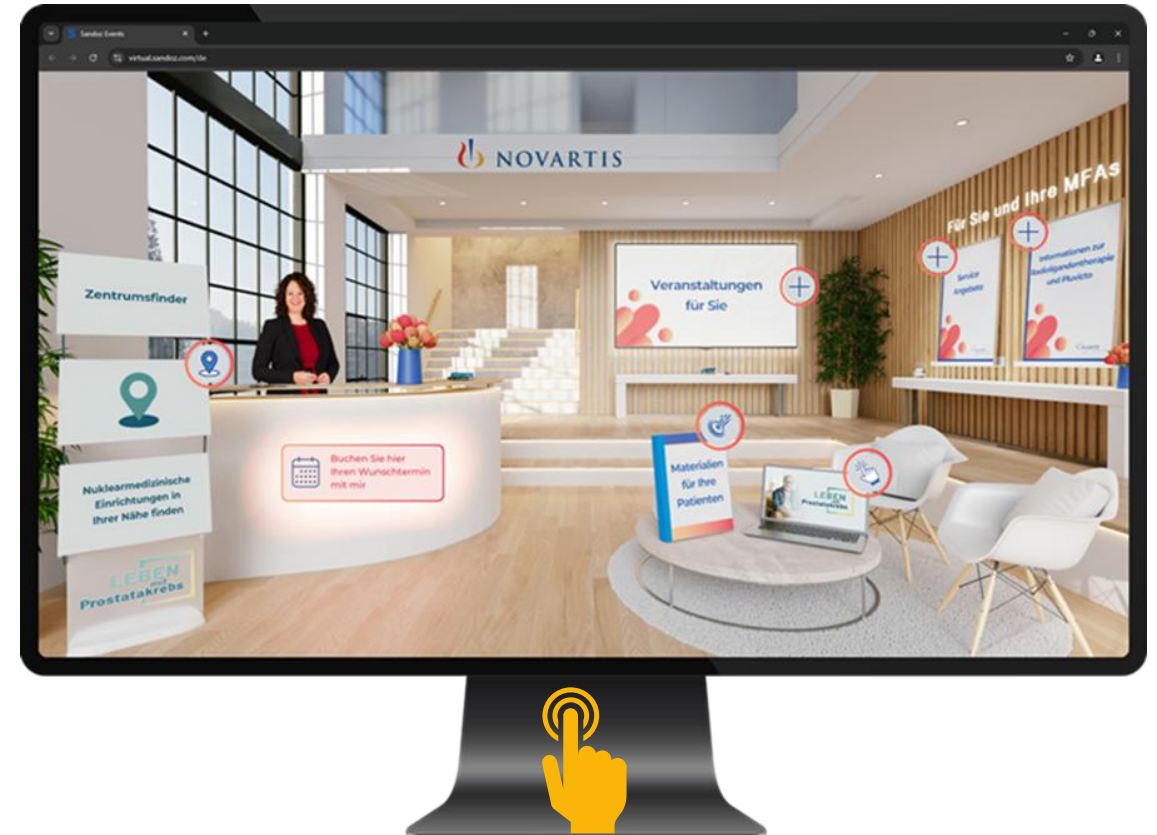


### Invite customers to your own personal meeting room

- 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



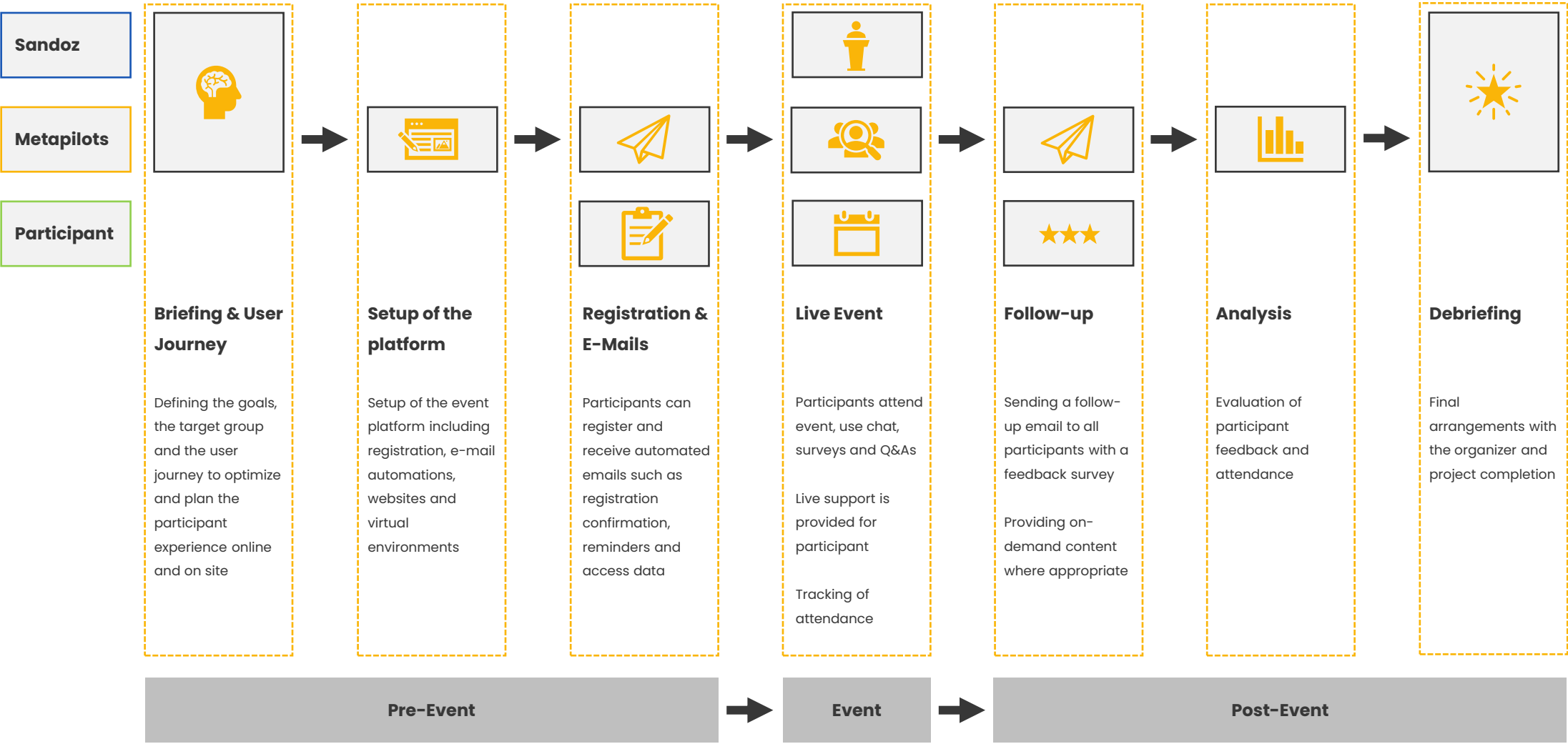
# Event Process

## 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

The Sandoz VEP project team



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