RMH MEDIA

27 YEARS

Let's innovate digital marketing!

FLINX CREATE®

# eDetailing simply simpler.

Preview Guide

Notice

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> Details
> Roadmap

FLINX CREATE®

Stakeholders

Software & Tools

Processes

Approvals

Collaboration

Development

Data Management

Does this seem familiar?
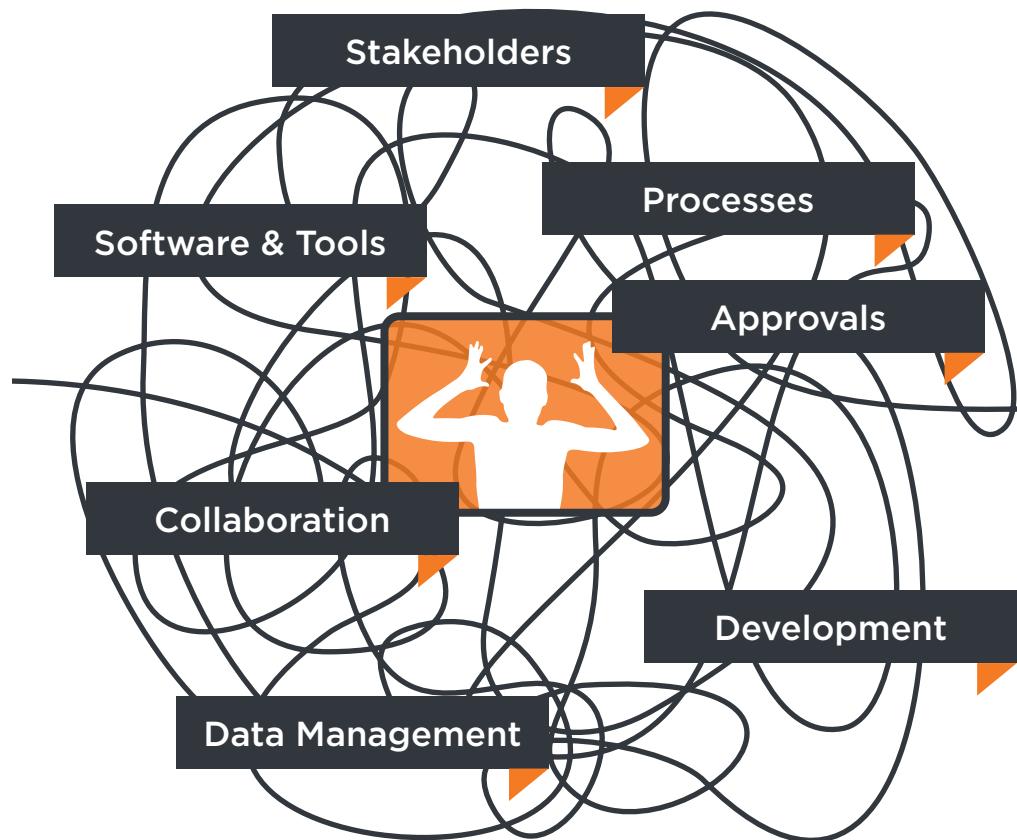
FLINX CREATE®

Simply simpler.

FLINX CREATE®

Create high-quality eDetailers quickly and easily

An all-around improvement for everyone's daily business

1 | Full Adobe InDesign integration

Instead of needing another extra piece of software, FLINX Create fully integrates Adobe InDesign – the world's leading design software in creative agencies.

2 | Collaboration without chaos

From the start of the concept phase, all stakeholders work together without needing to constantly email files back and forth for approval. Communication happens directly within the online files, via the integrated commenting feature.

3 | No training necessary

New users can start immediately. FLINX Create's user interface is intuitive and easy to work with and only requires a quick onboarding session to teach users how to integrate its additional features into their existing Adobe InDesign workflow.

4 | Time-to-market boost

FLINX Create accelerates your whole production pipeline, so you can create new eDetailings, updates, adaptations and country-specific versions quickly and effciently.

5 | Centralized and secure data storage without time-intensive data transfers

No more scattered files in different versions. FLINX Create offers centralized and secure data storage with versioning (kept securely and GDPR-compliant on servers in Germany).

6 | Creative freedom

FLINX Create gives you full artistic freedom with its uncompromising integration of Adobe InDesign – your creativity is never blocked by restrictions of middleware tools.

7 | Automation of manual tasks

FLINX Create reduces the time and effort involved in manual work with automations. This creates additional production reliability, for example for references, footnotes, flowmaps, sitemaps, PDF creation, etc. – and saves nerves, time and costs.

8 | Platform independence – instead of migrating content, just export again

Regardless of whether eDetailings are used with Veeva, OCE, etc. or as a PWA – FLINX Create is platform independent. This offers enormous advantages when switching platforms. Special integration into an existing IT ecosystem is usually not required – it just works.

9 | Cost savings

FLINX Create enables significant cost savings: no need for trainings, efficient workflows, automation of previously manual work and direct export options for various target systems.

10 | Roadmap for continuous development

A comprehensive roadmap for new and extended features, as well as many additional detail tweaks already exists and is constantly being updated.

Value creation, modules & components

FLINX Create
and the FLINX value creation chain

From creation…

…to export…

…to individual programming.

| FLINX Create | FLINX Pipeline | ▶ | FLINX Framework + FLINX Components |

FLINX Create – The integrated work environment for everything: from initial briefing to concept phase, to design of all contents, to final approval of the eDetailer.

Purely static eDetailers can be directly exported from FLINX Create as finished distribution packages for upload to Veeva, OCE or as a stand-alone PWA.

The complete Adobe InDesign package including flowmap and approval PDF can be freely used for other purposes.

If required, additional features, animations, real-time 3D etc. can then be programmed for the eDetailer at RMH MEDIA. All advantages of FLINX Create are utilized – including further cost savings with additional programming.

FLINX

Detailed module overview

Create

Complete creation of eDetailers with Adobe InDesign and collaborative editing from initial briefing to final programming.

Pipeline

Direct data processing of artwork data for programming

Framework

Technical framework and development based on modern open source technologies.

Pixel

Adapts dynamically to any devices and guarantees optimal display and functionality of content.

Web-Browser

Connect App

Adobe InDesign | Id
Creation of screen design and artwork

Extension

Output

iPad Windows

All Devices and device generations

Veeva or OCE presentation

PWA

Progressive Web App

FLINX

Modules in detail

FLINX is a fully future-oriented solution developed in-house by RMH MEDIA. It is based on latest open source technology. Four components currently form the pillars of FLINX:

FLINX Create

Full collaboration between all stakeholders and perfect integration with the world's leading tool for creative agencies, Adobe InDesign, as well as equally elegant embedding in FLINX technology in perfect harmony with the other FLINX components – that is FLINX Create. Many manual tasks are completely automated so that all project participants worldwide can focus on the essentials – concept & content.

FLINX Pipeline

Not just a simple file transfer path, but a powerful transformer that transforms Adobe InDesign data directly into FLINX Framework as editable source code, enabling developers to work in their own programming language. At the same time, the extensive and complex logic contained within Adobe InDesign files, like layer management data for example, is translated into HTML sourcecode.

FLINX
Modules in detail

FLINX Framework

A technical framework including a development environment with a special focus on high-end CLM presentations. It is based on the latest, future-proof open-source technology, so that the most important thing, the content, can be the absolute focus. FLINX Framework also enables device- and platform-independent programming, so that output for different target systems is possible from a single programmed version of an eDetailer.

FLINX Pixel

Small but powerful, FLINX Pixel's algorithm reliably ensures that CLM presentations are displayed correctly and optimally, regardless of target device and operating system, and that all controls and gestures work flawlessly.

FLINX Create, which harnesses the full power of its accompanying FLINX modules, has a simple, transparent and fair pricing model.

FLINX
Components included with individual programming

FLINX Insights

Graphical representation of absolute key facts regarding the usage of an eDetailer directly on a duplicate of its sitemap.

FLINX Sitemap

Automated creation of a best practice sitemap, which can be customized if necessary.

FLINX 3D Interactive

Animated, interactive real-time 3D content, fully integrated into the eDetailer. Didactically matched with your content to illustrate and explain complex processes.

FLINX
Components in detail

FLINX Insights

Finally available: A clear view of the most important facts on the usage of eDetailers – clearly visualized and always up to date. With the optional FLINX Insights component, the absolute key facts about the usage of your eDetailers are displayed graphically on a duplicate of the sitemap and constantly updated. An initial setup is necessary, after which any number of eDetailers can be added. Access to the key figures visualization is controlled according to the user access rights in the customer system. When the eDetailer is updated, an update for FLINX Insights is also provided.

FLINX Sitemap

With the optional FLINX Sitemap component, a standardized sitemap based on best practice can be generated during programming, eliminating the need for manual creation in the artwork and programming. This is also integrated in FLINX Create. In addition, it is possible to program the FLINX sitemap so that users can customize it: Predefined slides, ideally only outside the coreflow (before the conversation), can be shown/hidden or the default state can be restored. This creates a high degree of customizability for the slide composition while ensuring that the core conversation designed by the brand/product team cannot be changed.

Basic features

Basic features

Structure & Basics

Data
eDetailer

Extension

Screendesign
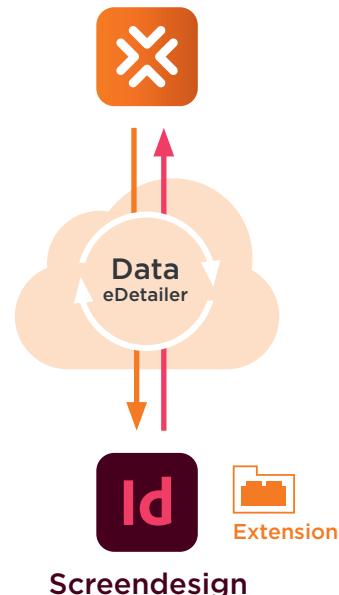
Users incl. access permissions

Access to eDetailers in FLINX Create is controlled via user credentials.

This ensures that each user can only view and edit eDetailers that are assigned to them. Access permissions are changed immediately if the responsible user changes.

Processes and synchronization

The entire artwork is created in Adobe InDesign, the worldwide standard tool in agencies. All other work is done directly in FLINX Create.

Both tools are synchronized in both directions. This means that no more data transfers is necessary and there is always a single, centrally stored data package for each eDetailer, including versioning.

Basic features

Referencing & PDFs

Coordination PDFs and approval PDFs are completely generated in FLINX Create, including pop-ups and references. This eliminates the need to create these PDFs manually. Versioning of Adobe InDesign data and PDFs enables access to previous versions at any time.

Adaptations & country specific versions

eDetailers created in FLINX Create can be copied as additional eDetailers, for example for the creation of country specific versions or other adaptations. This is also possible with individual slides.

Slides can also be used as a virtual copy to enable the use of a specific slide in several places in the eDetailer.

Basic features
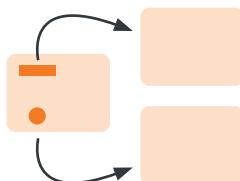
![FLINX CREATE]

Integration of emails

FLINX Create offers the option of linking e-mail templates or fragments to eDetailers.

FLINX data check

Incoming InDesign data is automatically checked and potential errors are listed to avoid resulting problems and additional work during implementation.

Positioning of links & jump marks

These can be created in Adobe InDesign and be placed directly on the slides to link individual content.

Basic features

PDF | INDD | IDML

Veeva

IQVIA™

PWA

etc.

Exports

FLINX Create offers a wide range of options after approval:

> A transfer to RMH MEDIA's development team to add extra features, animations, interactions etc. can be carried out at the push of a button. This enables further savings in programming.

> The complete InDesign package including approved flowmap and approval PDF can be handed over to respective partners for programming.

> FLINX Create can directly generate an export for Veeva, OCE, as PWA, etc. A deployment package is generated for uploading to the system, taking into account the technical conditions of the target system. This means, that for eDetailers without animations or similar custom programming, no additional manual programming is required.

Workflow

Overview
Workflow

FLINX accompanies all steps needed for the creation of an eDetailer

	1 Strategic Planning	**2** Concept/Briefing	**3** Artwork/Design/Content	**4** Approval (PDF)	**5** Technical Production	**6** Testing/Rollout/Training	**7** Analysis
Phases	Strategic Planning	Concept/Briefing	Artwork/Design/Content	Approval (PDF)	Technical Production	Testing/Rollout/Training	Analysis
Topics/ Key points	• Marketing plan • Communication goals • Target groups • Flows • KPIs	• Creative brief • Creative review • Debrief • InDesign©-Master • User interface	• Storytelling • Coreflow & Subflow • Slide Design	• Medical Legal Review	• Navigation elements • Development • Deployment	• Functional Check • Technical Check • Usability	• Feedback Fieldforce • Feedback HCPs • Insights & Learnings • Optimization
Stakeholders	• Brand/Product Manager • Engagement Planner	• Brand/Product Manager • Medical • Creative/Content Agency	• Brand/Product Manager • Creative/Content Agency	• Brand/Product Manager • Medical	• Developer	• Brand/Product Manager • Developer	• Engagement Planner • Creative/Content Agency
Modules	FLINX Create	FLINX Create	FLINX Create	FLINX Create	FLINX Pipeline/ FLINX Framework/ FLINX Pixel	CRM	FLINX
Components					FLINX Sitemap (optional)		FLINX Insights (optional)
			Adobe InDesign				

Overview
Workflow

When creating an eDetailer in FLINX Create, the centrally stored master package for Adobe InDesign (branded for customer, country, brand/product) is integrated into the Adobe InDesign document when the first slide created. All elements such as navigation (icons), color values, master pages and the required layers and their hierarchy are generated automatically.

It is also possible to import existing Adobe InDesign documents into FLINX Create.

Synchronization between FLINX Create and Adobe InDesign is possible at any time via the Connect app for macOS and an Adobe InDesign extension. In addition, data in FLINX Create that is currently being edited locally in Adobe InDesign is locked.

The structure of the eDetailer can be planned collaboratively from the start in FLINX Create. Stakeholders create the structure with drag & drop and can already add links and connections where appropriate. Actual Slide content can be added later, and the structure can also be changed if needed. The resulting flowmap can be exported as a complete PDF at any time.

The powerful comment function makes collaboration in FLINX Create effective and efficient.

Overview
Workflow

References and footnotes can be easily inserted into a central list without having to manually pay attention to superscripts and symbols - both in FLINX Create and in Adobe InDesign. Superscripts and symbols are linked via placeholders and are generated and updated automatically, meaning that no manual editing is required. The reference superscripts can either start at 1 on each slide or be consecutive for the entire eDetailer.

PDFs and videos can be uploaded to FLINX Create and assigned to individual slides.

From the artwork created in Adobe InDesign, a complete approval and/or release PDF can be generated in FLINX Create at any time. This contains all pop-ups, the respective reference pop-ups and information on linked media such as PDFs and videos.

Once the artwork has been approved, it can be transferred to programming with the FLINX Framework at the push of a button or a complete Adobe InDesign package including all assets etc. can be created. Static eDetailers can also be created and exported at the push of a button for use in Veeva, OCE as a PWA, etc.

Details

FLINX Create

Adobe InDesign Extension

Extension
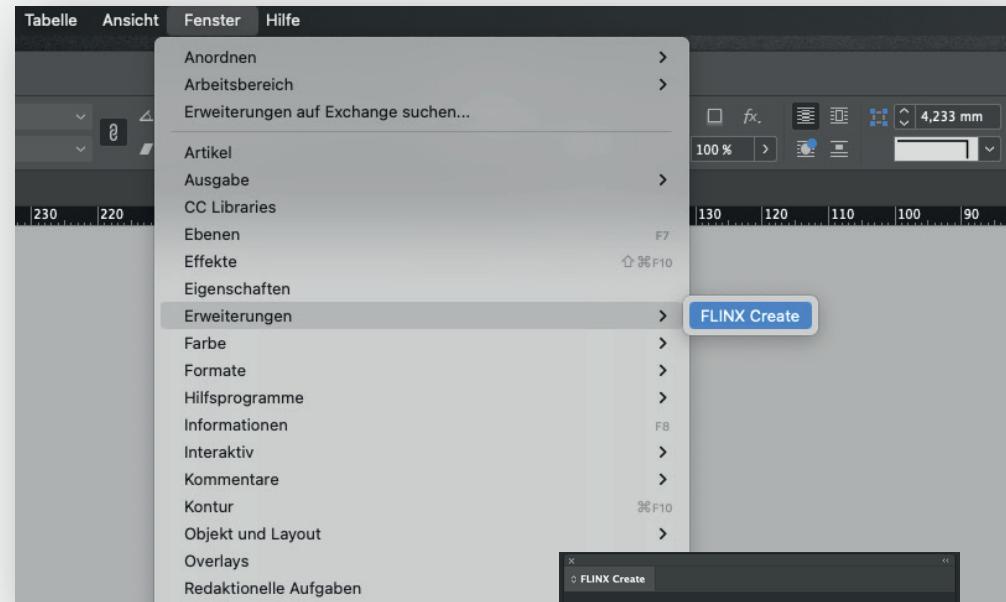
Installation

The FLINX Create Extension for Adobe InDesign is automatically added when the FLINX Connect app is installed and can be found under Window -> Extensions.

FLINX Create

Adobe InDesign master and tree hierarchy
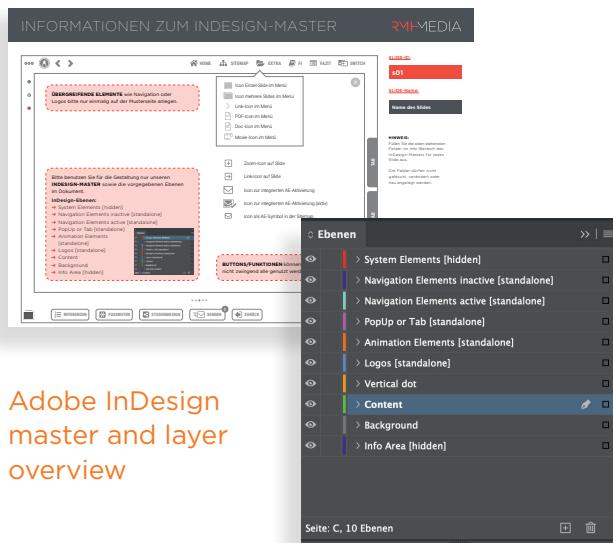
Adobe InDesign master and layer overview
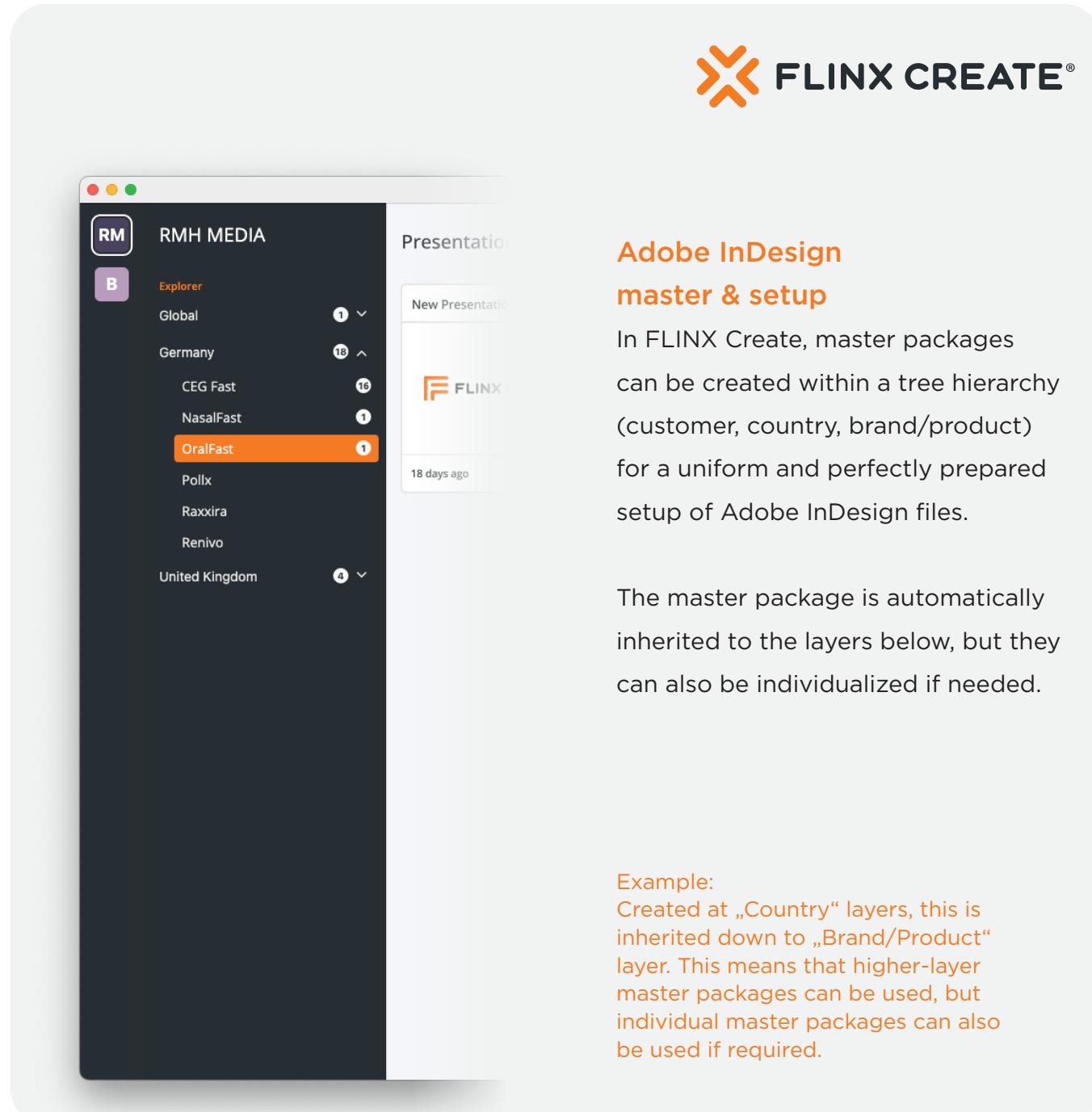
Adobe InDesign master & setup

In FLINX Create, master packages can be created within a tree hierarchy (customer, country, brand/product) for a uniform and perfectly prepared setup of Adobe InDesign files.

The master package is automatically inherited to the layers below, but they can also be individualized if needed.

Example:
Created at „Country" layers, this is inherited down to „Brand/Product" layer. This means that higher-layer master packages can be used, but individual master packages can also be used if required.

FLINX Create

Flow, subflows and links
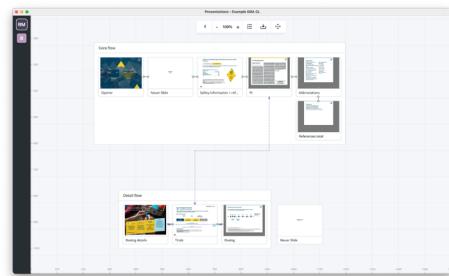
Flows

Slides can be easily created, copied or arranged into flows/subflows using drag & drop. Links between slides can be created and displayed just as easily.

We explain:
What exactly is a slide?

> An eDetailer consists of individual slides. These are the individual containers for the content.
> The slides are used to create the conversation flow and the entire structure of the eDetailer.
> A slide can contain pop-ups, tabs, animated layers, scrollable elements, etc. PDFs and videos can also be integrated into a slide.
> Each slide has a short name and a short key message, which is important for tracking.
> Links and starting points for advanced features, animations etc. can be placed on a slide.
> A slide can have its own navigation elements, but the main navigation of an eDetailer is not part of the individual slides.
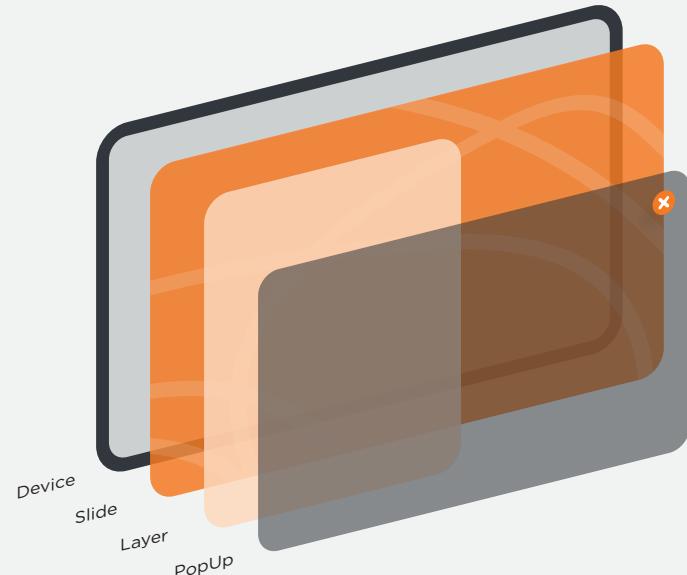
Important: Pop-ups, tabs, animations etc. are components of a slide, not independent elements outside of slides.

FLINX Create
Properties dialog
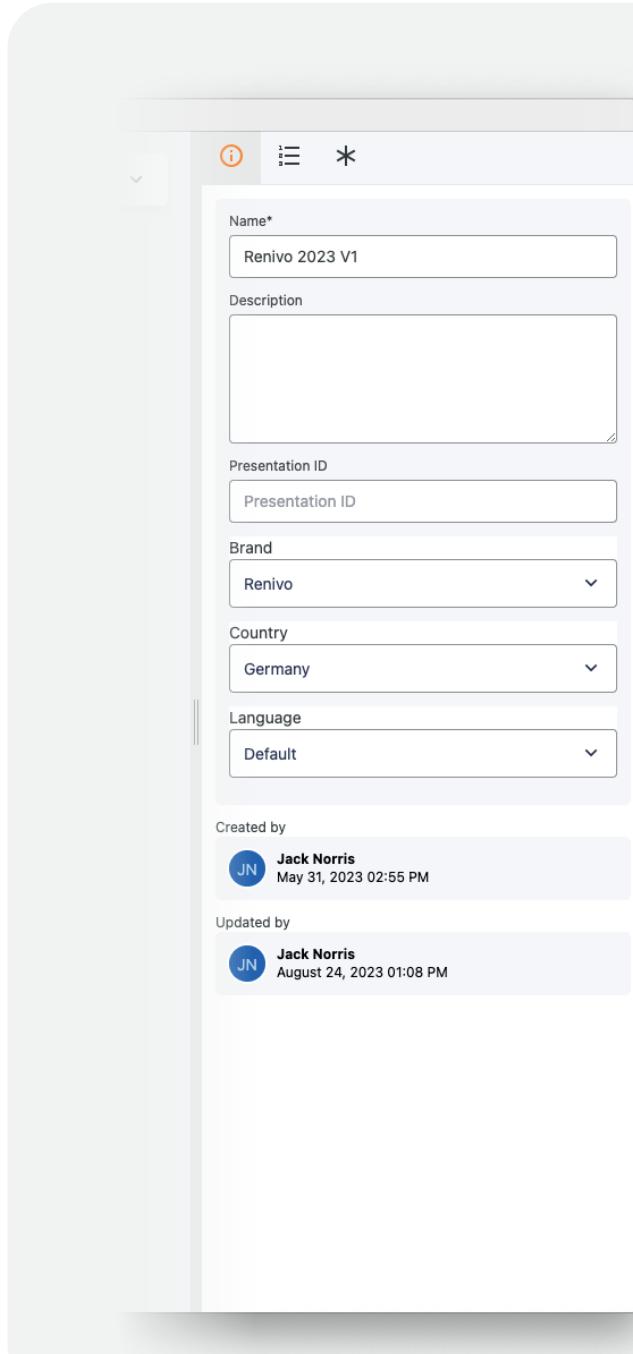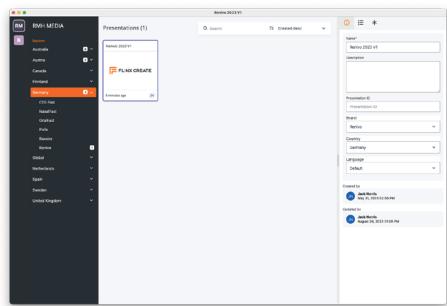
Metadata

In the settings for the eDetailer and for each slide, essential metadata can be added, such as country, product, slide title, key message, etc.

FLINX Create
Sources
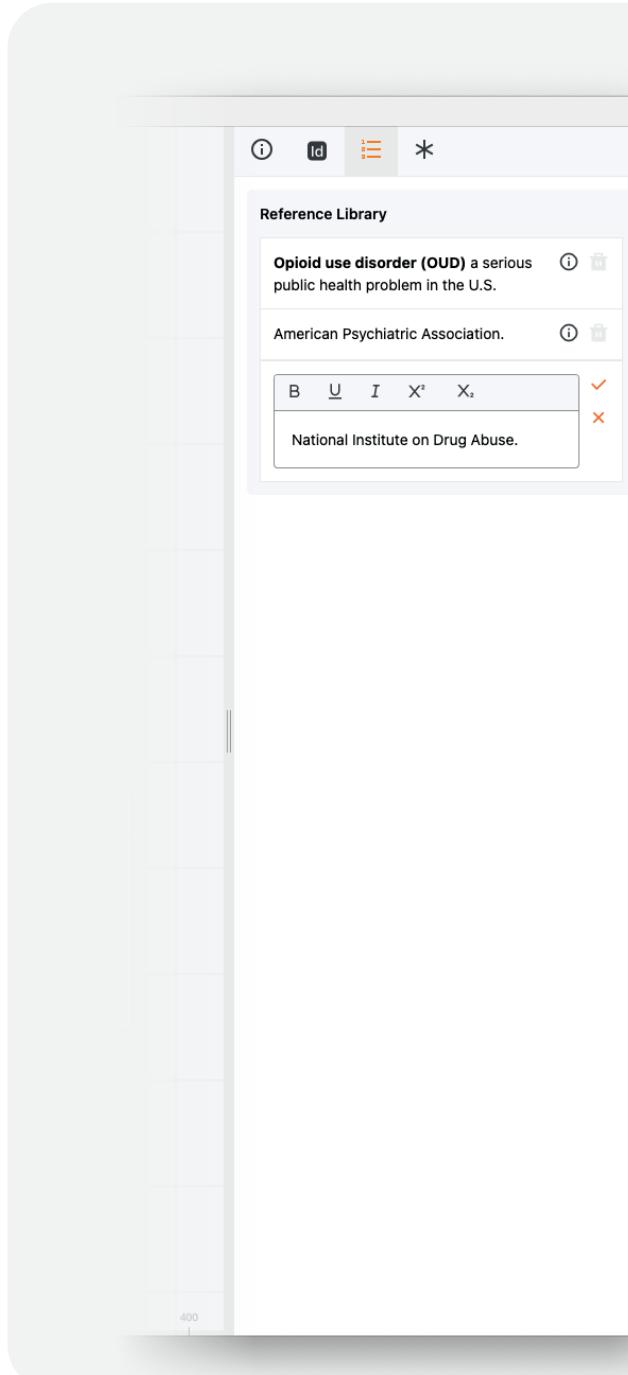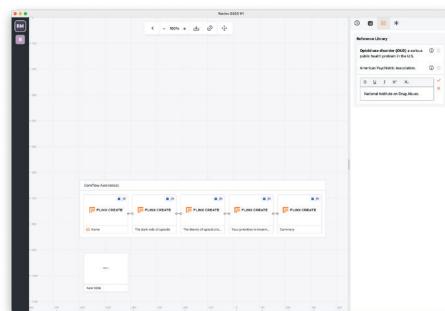
References & footnotes

These can be easily inserted into a central list without having to manually pay attention to superscripts and symbols - both in FLINX Create and in Adobe InDesign. Superscripts and symbols are linked via placeholders and are generated and updated automatically, meaning that no manual editing is required. The reference superscripts can either start at 1 on each slide or be consecutive for the entire eDetailer.

FLINX
Insights
(optional)
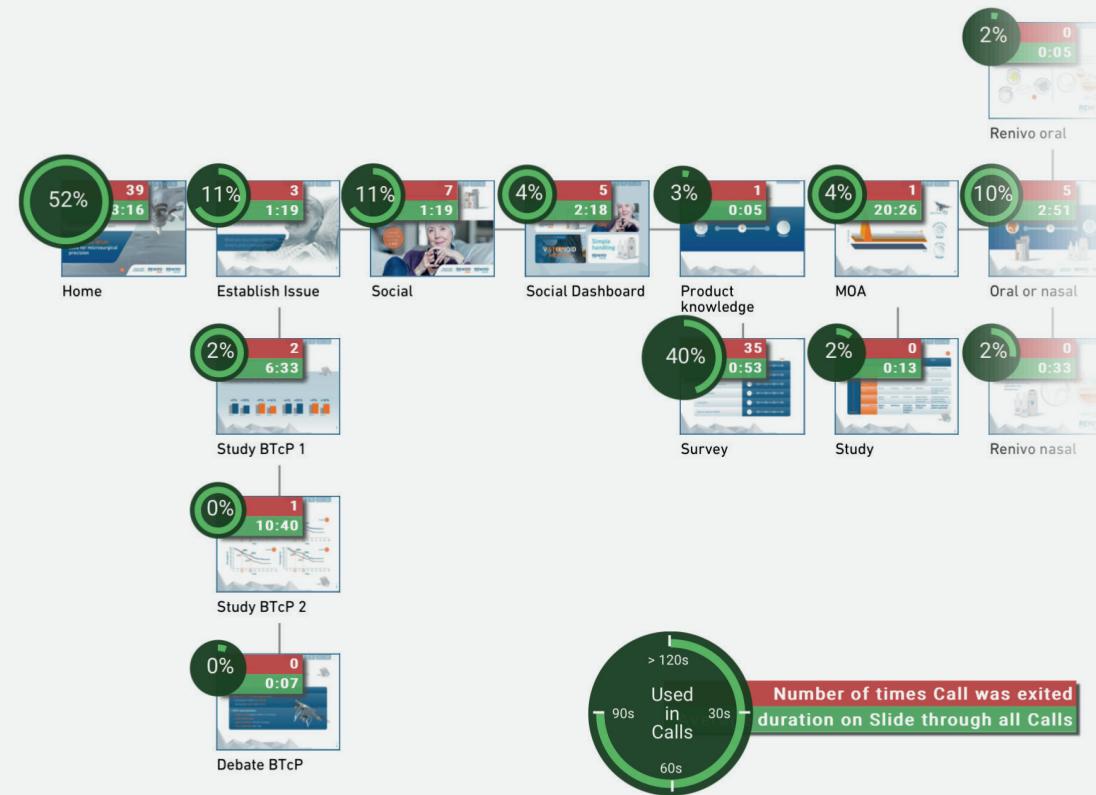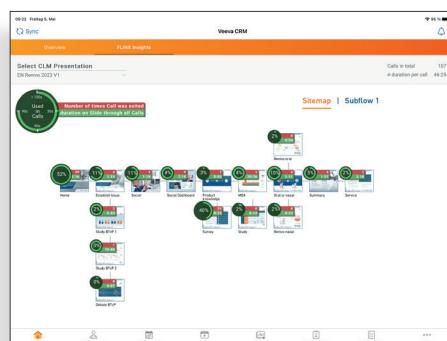
Usage

Number and duration of calls with the eDetailer, average duration of use of individual slides, percentage use of slides in all calls, exit points from the eDetailer.
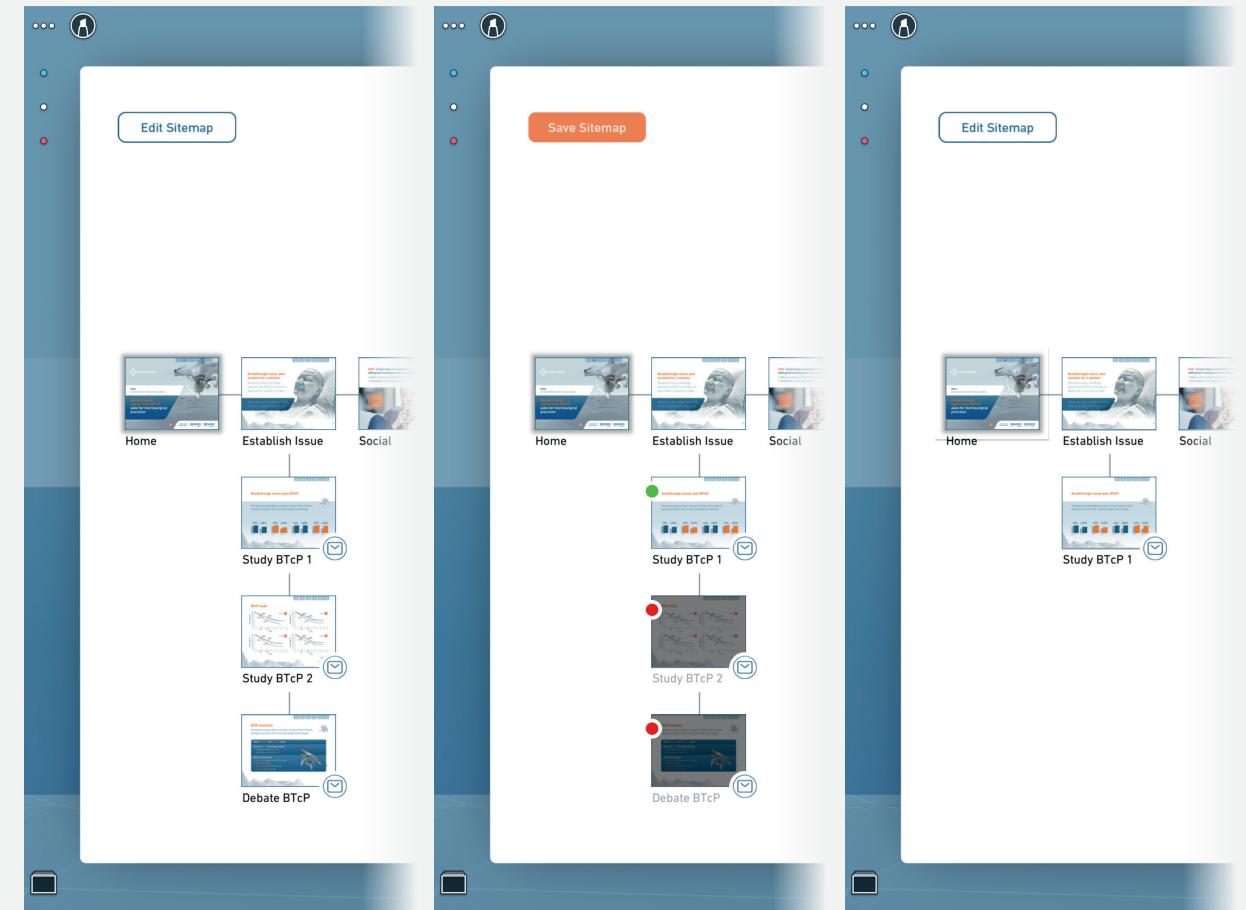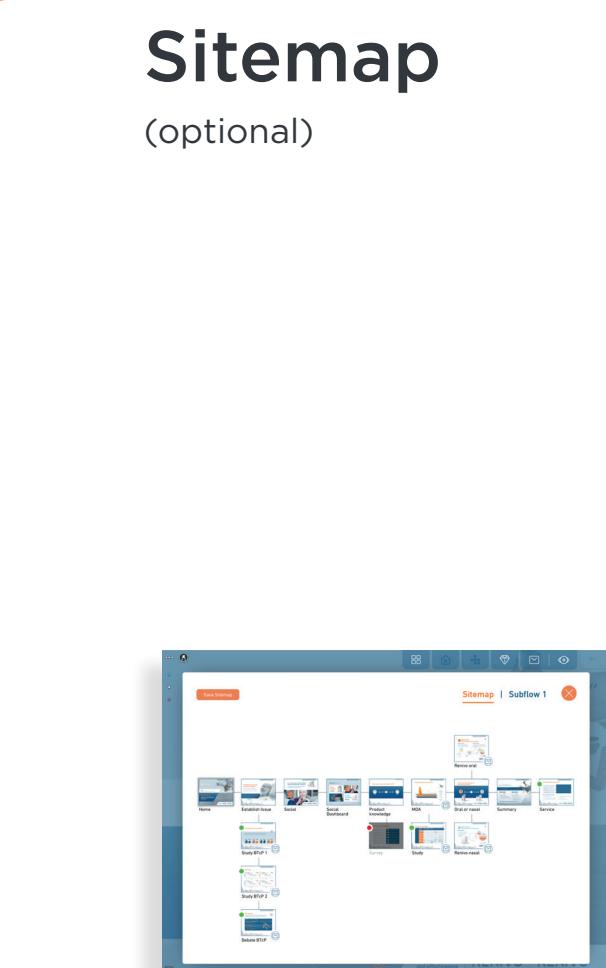
FLINX
Sitemap
(optional)

Individualization (storytelling)
Show/hide slides outside the Coreflow

FLINX
3D Interactive
(optional)
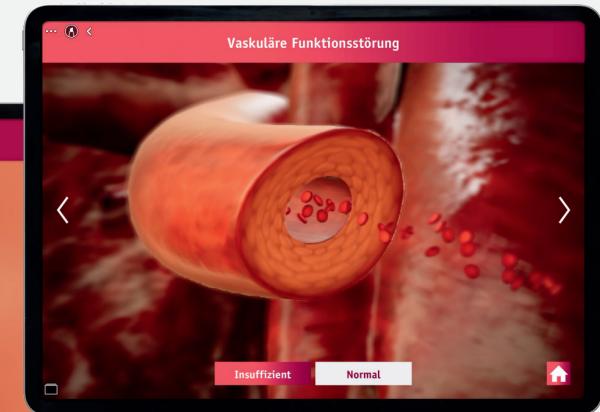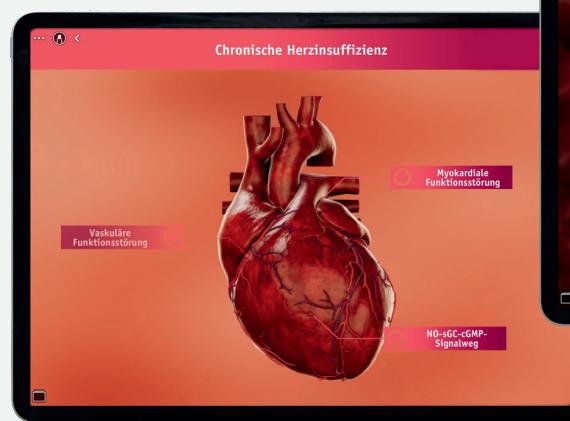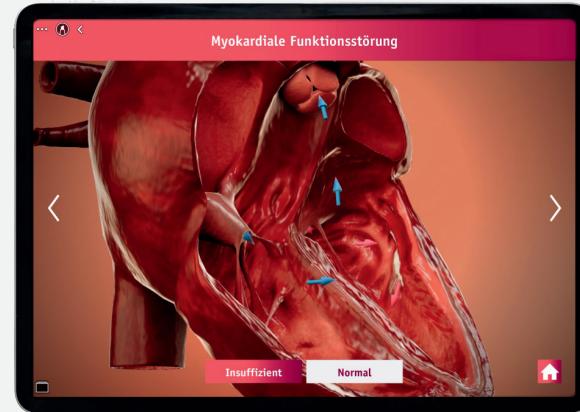
**Integration of real-time 3D content**

Interactive and fully integrated into the eDetailer

![FLINX CREATE®]

Roadmap

Planned Features (excerpt)
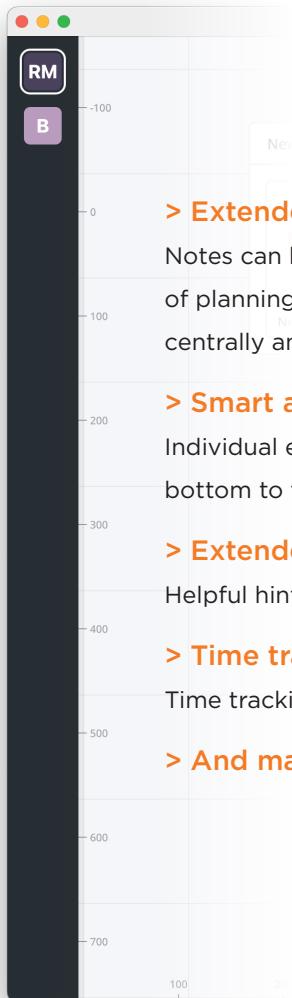
> Extended comment function with task management and notifications

Notes can be created in the flowmap and for individual slides. This eliminates the need to create briefing and coordination documents right from the start of planning. It is no longer necessary to create and update a storyboard with stage directions for programming. Review feedback can also be documented centrally and consolidated without additional documents. In a further expansion stage, comments can be assigned to individual users.

> Smart animations

Individual elements in Adobe InDesign can be linked with simple animation effects via an extension, such as having the bars in a graph fade in from bottom to top.

> Extended FLINX data check

Helpful hints regarding data creation etc. support the user during creation.

> Time tracking

Time tracking for work done within FLINX Create, which can be exported if desired.

> And many more...

We are happy to answer any questions:

hello@flinx.rocks

RMH MEDIA

RMH MEDIA GmbH
Richmodstraße 31
50667 Köln
+49 (0)221 6430310

FLINX CREATE®