

ACTO for Intelligent Field Excellence

ACTO is an Intelligent Field Excellence (IFE) platform designed specifically for the Life Sciences industry, empowering field-based teams with the competence and confidence needed for impactful face-to-face interactions with healthcare professionals (HCPs).

With ACTO, field professionals become true “Masters of the Message,” delivering compelling, compliant, and effective communications that influence prescribing behavior and strengthen brand preference among HCPs.

“As we thought about the launch of this product, ACTO was the unanimous choice because it was a one-stop shop. It had everything we needed.”

Pete Hodlofski

Director, US Sales Training Lead
Idorsia Pharmaceuticals Ltd

BUILT FOR LIFE SCIENCES

The Life Sciences industry is both highly-regulated and unique. For this reason, general software solutions often lack the security, control, and compliance required by the industry and fall short when it comes to the specific needs of Life Sciences companies.

ACTO was purpose-built exclusively for commercial teams in Life Sciences. Through years of collaboration with professionals in Commercial Learning and Development, Sales, Marketing, and Field Excellence across pharmaceutical, biotech, and medical device companies, ACTO has developed deep domain expertise in addressing the industry’s evolving needs. As a validated platform compliant with FDA 21 CFR Part 11 and SOC 2 Type II certified, ACTO is the trusted partner for driving intelligent field excellence in Life Sciences.

TRUSTED BY THE INDUSTRY

ACTO started as a learning platform for Life Sciences field sales and medical teams but quickly expanded to support every stage of a field professional’s journey—from onboarding and readiness to competence, mastery, and ultimately, confidence and autonomy. By seamlessly integrating and connecting each element of the learning experience, ACTO not only empowers field professionals but also equips commercial leaders with real-time data and unparalleled insight into what drives field team excellence and performance.

Today, ACTO is the trusted partner of over 75 pharma, biotech, and med device companies, ranging from global industry leaders to emerging innovators. More than 30,000 field-based professionals rely on ACTO to sharpen their competitive edge and enhance their face-to-face interactions with HCPs.

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RECOGNIZED FOR EXCELLENCE

ACTO's dedication to innovation and its proven success in enhancing interactions between field professionals and HCPs have earned widespread recognition in technology, innovation, and leadership excellence.

For the past two years, ACTO has been recognized as a "Major Contender" by Everest Group in their Life Sciences Next-Generation Customer Engagement Platforms PEAK Matrix®. In 2024, PM360 honored ACTO as an "Innovator in AI," and in 2023, PharmaTech Outlook awarded ACTO the prestigious "Top Veeva Solution Partner" title.

Beyond accolades, ACTO has cultivated a robust partner ecosystem, collaborating with leading Life Sciences data, content, and technology providers. As a certified Veeva AI Partner, and Veeva Silver Technology Partner, ACTO continues to drive innovation and excellence in the industry.

"Our reps use the ACTO platform on a regular basis out in the field to refresh on brand and clinical messaging in preparation for HCP meetings."

Tyrone Hollie

Director of Learning Technology
& Field Onboarding, Training
Curriculum & Development
Ipsen

"ACTO's product roadmap demonstrates an intimate understanding of the specific needs of the life sciences industry."

Ryan Drant

Founder and Managing Partner
Questa Capital Management

SUPPORT YOU COUNT ON

At ACTO, we believe that exceptional technology is only part of the solution—equally crucial is our Customer Success team. Every customer is supported by a dedicated team committed to smooth implementation, adoption, and continued success with ACTO. We are invested in making sure every customer enjoys the maximum benefit from the platform, positively impacting their most important key performance indicators.

This commitment to excellence is reflected in our consistently high Customer Satisfaction (CSAT) Score of 9 out of 10, our strong monthly Net Promoter Score (NPS), and our industry-leading customer retention year after year.

Becoming an ACTO customer means joining a distinguished community of industry innovators, leaders, and changemakers who are redefining customer engagement in Life Sciences.

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