



Brand Strategy & Positioning

Our brand strategy and positioning should be solidly imprinted in our minds when we speak, act, and represent Adi.

Belief

We believe digital innovation elevates every product we create, every process we touch, and every person we serve.

Purpose

To digitally support and empower surgical eye care professionals and their patients at every step of their eye care journey.

Vision

To be the digital innovation brand that transforms eye surgery into a brilliantly efficient, effective, and rewarding experience.

Positioning statement

Adi infuses digital innovations into products and processes across the eye care spectrum. By enhancing performance and streamlining workflows, Adi products create new possibilities for eye care professionals, their practices, and their patients.

Value propositions that help us clarify our product offering:

- **Adi Clinic Connect** streamlines communications between clinics and surgery centers, enabling them to easily share patient and surgery information, track OR preferences, and ensure the right Alcon products are reserved and available for surgery..
- **Adi Inventory Manager** gives users unrivaled visibility and control of Alcon surgical products moving through the practice, using solutions that enable end-to-end tracking and easy as-needed allocation.
- **Adi Online Store** enables users to place, track, and manage Alcon product orders more

conveniently than ever with a modern eCommerce platform for surgical inventory