

ELECTRONIC MARKETING

Archi-Tech Launches Interactive Reporting Portal for Pharmaceutical Sales, Marketing, and Managed Care Data

InView Delivers a Dashboard of Key Performance Indicators, Dynamic Graphs, and Custom Metrics to Drive Sales Planning and Reporting

WEST TRENTON, N.J., April 03, 2007 /PRNewswire/ -- Archi-Tech Systems, a leader in pharmaceutical data analysis and reporting solutions, today announced the launch of InView, an interactive reporting portal offering quick decision support and opportunity tracking to the pharmaceutical field force. InView is a turnkey solution that integrates pharmaceutical sales, marketing, and managed care data from a broad range of sources and documents to create on-demand charts, graphs, and other relevant metrics. This provides sales representatives, managers, and executives with instant access to the information they need at the touch of a button.

Designed with the field force in mind, InView offers an easy-to-use dashboard for business intelligence, instantly creating actionable reports with data from multiple sources -- all in a single view that can be accessed offline at all times, from any location. InView works with data stored anywhere within an organization, including:

- Data from syndicated providers like IMS, WK, or Verispan; SFA systems like Dendrite, Siebel, or in-house applications; and internal prescriber demographics, market definitions, and sales force plan alignments
- Analytics and reports created in Archi-Tech's DART(TM) (Data Analysis & Reporting Tool) solution
- Custom data from multiple channels including specialty, longitudinal, retail/non-retail, and more
- Word(R), Excel(R), PowerPoint(R), and other documents/reports

"Archi-Tech is committed to making it easier for pharmaceutical companies to manage and use the volumes of complex data they receive in order to be more effective when making sales calls, planning strategies, and tracking opportunities," said Prashant Kohli, Vice President of Sales and Marketing for Archi-Tech. "InView instantly puts actionable, graphical data in the hands of the sales team, whether they need to pull up doctor profiles and generate target lists on their laptops between office visits, or run competitive analyses, review pull-through opportunities, and monitor quota attainment from the home office."

InView's flexible reporting features make it an ideal tool for anyone from management to sales reps. Data can be viewed in any configuration, across any geography, plan, or market, via customized, client-defined screen views that feature simple, one-step pull-down menus. Users can drill-up or drill-down in seconds, and quickly export to multiple report formats.

About Archi-Tech

Archi-Tech Systems is a leading provider of solutions for instant analytics and powerful reporting for pharmaceutical sales, marketing, and managed care departments. Balancing deep data expertise with advanced technology solutions and a unique service model, Archi-Tech addresses the full scope of a company's data analysis and reporting needs, no matter how simple or complex. The company's solutions offer unmatched speed and compression for any type of data, from any source, regardless of volume or complexity. In addition, the Archi-Tech team offers more than 100 years of combined experience with industry leading data vendors, and direct pharmaceutical client service experience. This translates to a unique understanding of the data, and exactly how our clients need to use it. For more information, visit www.archi-tech.com.