



Archi-Tech Simplifies and Speeds the Analysis and Reporting of Weekly Pharmaceutical Data

Posted on Thursday, May 31, 2007 7:33:30 AM EDT [Sign Up to receive Daily News Alerts in your E-mail Inbox](#)

Analytics and Reporting Solutions Put Pharmaceutical Companies Weeks Ahead with Fast, Intuitive Access to Weekly Data for More Targeted Sales Planning, Marketing, and More

WEST TRENTON, N.J., May 7/ - Archi-Tech Systems, a leader in pharmaceutical data analysis and reporting solutions, today announced its Weekly Data Solution Package, designed to simplify the process of extracting actionable information from weekly data reports. From deep analytics to field reports, Archi-Tech's solutions offer fast, intuitive access to weekly prescriber or managed care data, integrating it seamlessly with custom business rules as well as other data, such as target prescribers, sales force alignments, and SFA call data. This provides pharmaceutical companies with a distinct competitive edge in sales targeting, performance tracking, marketing planning, and more - whether they use weekly data on a regular basis, or for specific events such as new product launches.

"The opportunity for weekly data is tremendous, but the industry is still entrenched in a monthly processing cycle. Getting meaningful insight from weekly data is slow and cumbersome with most industry solutions offering a 'one-size fits all' approach," said Prashant Kohli, Vice President of Sales and Marketing for Archi-Tech. "Archi-Tech offers a number of solutions that optimize weekly analytics and reporting, giving pharmaceutical teams targeted, advance insight into the information they need to make quick decisions and effectively plan their sales and marketing strategies."

"Having simple, intuitive access to the data in just two weeks rather than six to eight weeks offers a tremendous strategic advantage for us in terms of being able to measure marketing response, and adjust accordingly," said Gregg Weinstein, Director of Sales Analytics at MedPointe Pharmaceuticals, a specialty pharmaceutical company that develops, markets, and sells branded prescription therapeutics. "The ability to look at the effectiveness of a campaign within a short timeframe, particularly when launching a new program or tactic, allows us to adapt our strategy in real-time, and more effectively plan for next steps."

Archi-Tech can provide pharmaceutical companies with fully functional, customized access to weekly data that is PDRP compliant within a day, in both roll-up to monthly and 4-4-5 formats.

For in-depth analysis and reports of weekly data, Archi-Tech's DART(TM) (Data Analysis and Reporting Tool) offers a fully interactive query environment to run ad-hoc searches, platform data, create graphical reports, and export critical data in seconds. Users can instantly dive in, report, and analyze the data according to their exact needs, on any configuration of data, across any parameter.

For reporting, Archi-Tech's InView offers an interactive reporting portal to create on-demand charts, graphs, and other relevant metrics for weekly data. Archi-Tech also offers a full range of reports for weekly data available as all-in-one, Excel-based report workbooks. Both reporting solutions can be easily accessed by field reps on the road, as well as by executives for quick reporting on weekly trends and performance.

Pharmaceutical companies can use any or all of Archi-Tech's solutions for weekly data, individually or together as a suite. For more information, contact Archi-Tech at 609-882-2447 or sales@archi-tech.com.

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. Archi-Tech's InPress(R) engine is the industry's most powerful indexing and compression technology - delivering unmatched query response times 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 <http://www.archi-tech.com/>.

http://www.managingautomation.com/maonline/news/product/read/Software_speeds_reporting_of_weekly_pharmaceutical_data_28971