



## **Kiss "One-Size-Fits-None" Goodbye: Archi-Tech Systems Offers First SFA Solution Targeted to Pharmaceutical Sales Organizations**

Delivers Customized Business Intelligence for Sales Teams, Integrating Call Data with Relevant Prescriber Metrics, Sales Alignments, and More

WEST TRENTON, NJ – June 3, 2008 – Archi-Tech Systems, a leading provider of analytics and reporting solutions for pharmaceutical data, today introduced one of the first call capture and reporting solutions built specifically with pharmaceutical companies in mind. Archi-Tech SFA provides a simple, cost-effective approach to accessing customized business intelligence, eliminating the need for pharmaceutical sales organizations to invest in large-scale CRM and SFA installations that are typically overpriced, underutilized, and inflexible.

"SFA solutions that don't have a vertical focus on the pharmaceutical industry make it difficult for companies to effectively capture and use information gleaned from field efforts – with data that is often meaningless on its own, or delivered as archaic, cumbersome reports,"

explained Prashant Kohli, Vice President of Sales and Marketing for Archi-Tech. "We've worked closely with the data and with our pharmaceutical clients to provide a solution that is intuitive to their needs – helping them better manage and close leads, optimize sales call planning, track performance, and streamline field reporting."

Unlike generic SFA solutions, Archi-Tech SFA is tuned to exact business needs – mapping metrics, terminology, reports, and rules to specific goals, and integrating call data with other relevant data including prescriber metrics, sales alignments, market definitions, target indicators, and third-party syndicated data. It's easily deployed in a few weeks, with an easy-to-administer, SQL-based relational database, dedicated Web server, and Web interface, all with customizable fields and screens.

### 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](http://www.archi-tech.com).