



## ELECTRONIC MARKETING

### **Archi-Tech's Custom Reporting Capabilities Put Relevant, Actionable Data At Pharmaceutical Sales Teams' Fingertips on the Road**

From Interactive Excel Files to Comprehensive Scorecards, Archi-Tech Lets Pharmaceutical Sales Teams "Pack and Go" with Critical Data in Hand

WEST TRENTON, NJ - August 6, 2007 - Archi-Tech Systems, a leader in pharmaceutical data analysis and reporting solutions, today announced its custom reporting capabilities for pharmaceutical sales and marketing data. The company offers a full range of custom reports - from interactive Excel files featuring pivot tables, to comprehensive scorecards with text and graphics highlighting individual sales performance and exceptions for immediate action. The reports provide pharmaceutical sales teams with custom, intuitive access to exactly the information they need while on the road, without requiring deep analysis, manipulation, or review.

"We have been very pleased with the utilization of the scorecards," said Bradford Ashby, Manager of Sales Operations at Reckitt Benckiser, who uses scorecard reports from Archi-Tech to track metrics for specific geographic levels, including performance summaries, call analysis, class-of-trade data, and more. "The efficiency of having all of the most important information has helped our Clinical Liaisons manage their information more effectively than before, when we had a separate report for each type of data."

With proven experience and best practices working with the data that sales and marketing teams use every day, Archi-Tech understands exactly how they need to use that data to make quick decisions and drive strategic planning. For the field force, this means quickly pulling relevant primary care, managed markets, and other data from a range of sources to take along and reference on-the-go. Archi-Tech's reports zero in on the markets, accounts, geographies, and other parameters that are most relevant for each individual user. All information is fully synchronized with the home office to ensure quality control from end to end.

"The fact is, pharmaceutical sales reps don't always have the time to analyze the data in-depth, or sort through multiple reports to find the information they need. They just want fast access to the right data to support their specific goals and strategies," said Prashant Kohli, Vice President of Sales and Marketing for Archi-Tech. "Archi-Tech's reports enable the pharmaceutical sales force to avoid 'analysis paralysis' by offering specific, actionable data that can be used instantly and accurately on the road."

Archi-Tech offers a wide range of reporting formats from simple to complex, with fully interactive reporting tools as well as data workbook packages. For more information, or to find out more about the company's full suite of analytics and reporting solutions for pharmaceutical sales and marketing data, visit [www.archi-tech.com](http://www.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. 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).

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