

Archi-Tech Systems

As pharma marketers get savvier, they collect more data. For instance, they keep records of which doctors prescribe what. A whole industry has been built around using databases; it's called data mining. The data reveals what drugs the doctors prefer, and it might also reveal, for instance, that a particular doctor chooses drugs based on how safe they are rather than on their cost.

Archi-Tech Systems, a 14-year-old firm at Ewing Commerce Park, has been helping its clients manage this data by compressing it so it can go on laptops. Thanks to the wonders of modern technology, these data sets have been accumulating for years, so the data sets are now staggeringly large files. Major pharmas deal with their data mining tasks internally, but smaller companies need help.

And meanwhile the regulations pile up. Each state has come up with different rules about how the trove of prescription can be used. So Archi-Tech Systems builds these restrictions into the databases.

It's a good business, says CEO Paul Gray. In an 11,000 square foot office he has 32 employees, and he has hired three people so far this year. This fall he plans a move to his own building on Parkway Avenue.

Formerly the home of a credit union, the Parkway Avenue building has been vacant for several of years. Chuck Segal of Segal Commercial leased the space.

Gray says it will be an improvement to have his own building, even though at 8,000 square feet the space is smaller. "Some

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of our customer service employees work out of their homes, and we have changed our storage system."

Archi-Tech systems can put the databases on a DVD or a hard disk, or it can have the field representative's laptop access servers at a headquarters location.

Gray's father, an international marketing manager for Sperry Univac, used to market publishing systems, and Gray spent the first 10 years of his career doing database publishing for such companies as McGraw-Hill. He majored in business and economics at Lehigh, Class of 1980, and opened the business in 1993. Then it focused on compressing data to CD-ROMs and one of its major clients was the federal government, for which it compressed aircraft accident and pilot registration reports. For a time it delivered compressed financial records to banks.

The Granddaddy of database software is, of course, Oracle, but Archi-Tech's products are customized for the pharma industry, and it has been focusing on pharma for the past decade. In a drug market that has upwards of 400 companies of all sizes, Archi-Tech has about 16 clients, focusing on the small to medium companies.

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