

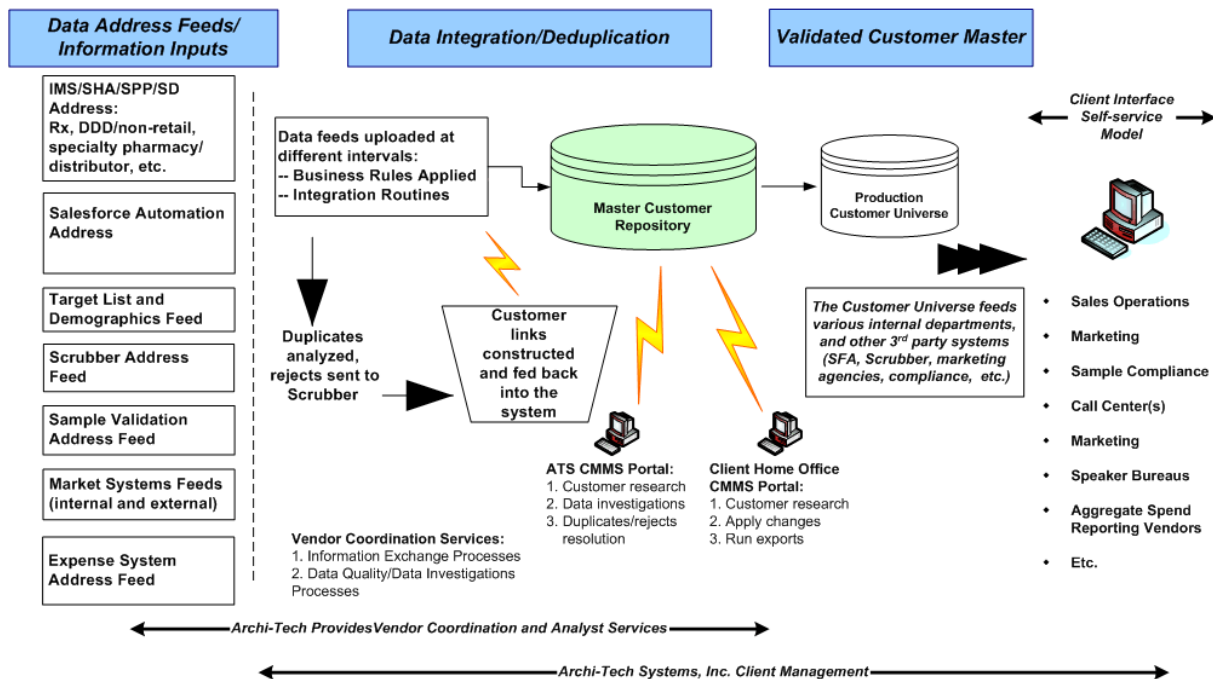
Archi-Tech Systems, Inc. Customer Master Management Solution (CMMS)

Customer master management is critical as pharmaceutical companies need to rely on an accurate, consistent, and up-to-date master view of customers across its commercial enterprise to not only optimize sales and marketing initiatives but also build a foundation for regulatory compliance.

The benefits of Archi-Tech Systems' CMMS are that it marries the various external data sources, the strengths and processes of the various business support systems, and the 3rd party scrubber with a centralized system and business rules processing to provide the right address to the right user at the right time. This provides the following benefits:

- Single master view for improved address management, analysis and reporting, and regulation management
- Data reliability and accessibility across the enterprise (people, systems, processes, etc.) through unmatched matching-merging, de-duping, and purging business rule adaptation and management
- Cost control by trusting Archi-Tech to manage deployment, hosting, system technology and architecture, manage 3rd party scrubber relationship, and process automation
- Optimize sales and marketing initiatives and reduce costs by minimizing bad data and missed opportunities
- Get the most out of your data and support systems by normalizing addresses across all touch points

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