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Accelerate4Pharma by Model Metrics Now Available for Salesforce

Pharmaceutical sales organizations now empowered to manage every transaction
directly within Salesforce to optimize sales rep productivity

Chicago, (Sept. 17, 2007) – Model Metrics, a leading salesforce.com implementation partner and developer, today announced the availability of **Accelerate4Pharma** for Salesforce.

Accelerate4Pharma is a new on-demand business application that changes the way sales teams for pharmaceutical companies manage and share information by enabling comprehensive pharma-specific CRM functionality in an on-demand application.

Accelerate4Pharma by Model Metrics is one of the most comprehensive on-demand applications on the market for managing the pharmaceutical industry's marketing, sales and customer service processes. Its features include sample management, innovative signature capture, and detailed call reporting for on site visits. Developed in Adobe Flex, Accelerate4Pharma also breaks new ground in creating efficiencies for pharmaceutical sales reps via a powerful, fully integrated offline version. The innovative offline capabilities provide mobile sales teams with the most efficient call management functionality on the market via multiple devices, including tablet PC, handheld devices or laptop computers. Unlike current on-premise alternatives, Accelerate4Pharma captures and integrates both web-based and wireless data in one place and in real time.

"The real strength of this application is its ability to integrate data captured in both online and offline environments, as well as the bi-directional exchange of that information," said Dave Skibinski, president and chief executive officer of Quantum Method and a pharmaceutical industry expert who previously worked with GlaxoSmithKline and Dendrite International, a sales, marketing, clinical and compliance solutions firm serving global pharmaceutical companies. "Accelerate4Pharma stands apart in that it works for web and wireless, it has a high degree of flexibility and customization, and it is easy to use. At the end of the day, it's about enabling sales reps to spend less time logging information and more time working with physicians."

"The advent of on-demand technology has revolutionized the pharmaceutical sales process," said Adam Caplan, president of Model Metrics. "Automation is nothing new to the pharma industry. Drug companies were early adopters of sales automation software in the 1980s and the industry has embraced CRM for years. Now, on-demand technology has transformed the cumbersome CRM, sample management and call reporting solutions that pharmaceutical companies have struggled with in the past. Accelerate4Pharma brings greater flexibility, exciting capabilities and ease of use."

“Model Metrics has developed an on-demand pharma application that is truly innovative,” said George Hu, chief marketing officer, salesforce.com. “Model Metrics is demonstrating that the benefits of on-demand can extend to any application in any market.”

From sample management and signature capture to mobile call reporting and expense management, Accelerate4Pharma provides pharmaceutical sales teams with an end-to-end solution to manage customers to maximum profitability with an innovative technology that is cost effective for smaller companies and scalable to thousands of users.

Functions and Benefits of Accelerate4Pharma

Key functions:

- Advanced sample management capabilities including inventory tracking for sales reps and internal fulfillment teams
- Multi-relationship management between physicians, offices, hospitals, and payors
- Simple, fast signature capture that syncs physicians' signatures into Salesforce
- Prescriber data synchronized with physician contact records
- Call reports enabling the association of multiple physicians in one visit
- Rep, manager, and home office analytics, with dashboards highlighting call and sampling activity
- Expense reporting module with associated dashboard
- Adverse reaction notification and reporting

Key benefits:

- Adds significant visibility into sales and customer service processes
- Reduces sales rep administrative requirements, increasing time to sell
- Establishes a central repository of all customer information, easily accessible through multiple mediums
- Provides advanced analytics across all critical functions
- Adheres to PDMA standards
- Offers the security, scalability and flexibility of salesforce.com's on-demand platform
- Leverages Adobe Flex technology for user interface design
- Features a simple-to-use drag and drop functionality

About Model Metrics

Model Metrics enables mid-sized and Fortune 1000 companies to successfully implement on-demand CRM by delivering products and services at the cutting edge of the fast growing on-demand applications industry. Model Metrics has significant CRM expertise as well as vertical industry knowledge to ensure the success of client projects. Its team of experienced consultants has proven skills and hundreds of successful client engagements, large and small. Model Metrics' world-class application development skills enable clients to achieve complex business demands, and its Adobe Flex capabilities enable the creation of personalized, multimedia-rich salesforce.com applications that dramatically enhance the user experience. To learn more, visit www.modelmetrics.com or email info@modelmetrics.com or call 312.587.3037.