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## **Pharma2GO by Model Metrics Delivers Sophisticated Sales Force Automation to Mobile Life Sciences Sales Teams**

*Model Metrics Announces Pharma2GO Spring '10*

CHICAGO – February 10, 2010 – Model Metrics has launched Pharma2GO Spring '10, a comprehensive sales force automation solution specifically designed for the pharmaceutical and life science industries that extends the power of Salesforce CRM to mobile devices.

Pharma2GO Spring '10 is part of Model Metrics' 2GO Mobile Cloud platform that addresses the needs of sales representatives and others who work in the field and require an efficient and well-designed offline solution. Pharma2GO is designed to maximize effectiveness before, during and after the sales call. An elegant offline interface simplifies customer profiling, signature capture, sample management, and call reporting. Advanced analytics enhances customer targeting to drive sales. The solution lets mobile professionals access and modify records in Salesforce CRM online or offline -- in hospitals, hotels, retail locations, airplanes, or on the road -- in a secure and scalable manner. When an internet connection is available, updated data is automatically synchronized with Salesforce CRM.

Already in use by some of the world's leading life sciences companies, Pharma2GO allows sales reps to:

- Access detailed physician and account profiles for pre-call preparation
- Utilize real-time analytics to review historical prescriber data vs. competitive products through interactive visual charting
- Present marketing materials with a built-in digital sales assistant
- Maximize efficiency with five-click call reporting

- Comply with industry regulations for sample management, inventory tracking and digital signature capture
- Build call routes through the integration of interactive Google Maps
- View and edit sales rep's calendar offline, and integrate with Google Maps to chart out the day's appointment schedule
- Easily manage post-call expense capture

"Pharma2GO Spring '10 includes dynamic new features and functions that enable pharmaceutical and life science sales representatives to manage visits, track samples, plan routes and analyze their territory on their laptop or mobile computing device," said Adam Caplan, CEO of Model Metrics. "Pharma2GO is a groundbreaking solution that lets companies put the best CRM application for the pharmaceutical industry in the hands of their representatives."

Pharma2GO extends industry-specific CRM functionality and offline access to Salesforce CRM to various mobile devices using Adobe Flex and AIR. The 2GO Mobile Cloud platform is customizable for other industries where field-based employees play a critical role in business success. Pharma2GO's well-designed offline interface works well for field service management, contract management with electronic signature capture, inventory management, remote call reporting and call routing.

Dave Skibinski, a pharmaceutical industry expert who previously held executive positions at GlaxoSmithKline and Cegedim Dendrite, said, "The Spring '10 version of Pharma2GO adds significant new capabilities that makes it a standout. It effectively manages many critical aspects of a pharmaceutical or life science sales rep's job, in a highly scalable, customizable, easy to use interface."

The 2GO Mobile Cloud Platform launched in 2007 and won the "Breakthrough Application of the Year" award at Dreamforce, salesforce.com's annual customer and developer conference.

## **About Model Metrics**

[Model Metrics](#) delivers solutions and services at the cutting edge of the cloud computing industry. Since its founding in 2003, Model Metrics has become one of the most diversified and respected partners of salesforce.com, Amazon Web Services, Adobe, and Google. Headquartered in Chicago with offices in San Francisco, Los Angeles, New York, Detroit, Minneapolis and Dallas, Model Metrics' [customer base](#) spans all industries and includes enterprises such as Abbott, Allstate, Aon, Cars.com, CME Group, Honeywell, InfoUSA, MasterCard, Medtronic, and Orbitz.

With a focus on mobile and call center technology, business process and change management innovation, and custom development, Model Metrics has 4,600+ customers and has completed 1,100+ salesforce.com implementations for mid-sized and Fortune 1000 companies. Its world-class application development skills using [Force.com](#), [Adobe Flex and AIR](#), [Amazon Web](#)

[Services](#), [Google](#) and the [Apple iPhone](#) enable the creation of custom applications featuring multimedia-rich user experiences. To learn more, visit [www.modelmetrics.com](http://www.modelmetrics.com) or email [info@modelmetrics.com](mailto:info@modelmetrics.com) or call 877.542.2885. Follow us on Twitter [@modelmetricsinc](#).

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