

The next generation of Pharma CRM has arrived.



“With the first pre-validated SaaS CRM solution, Verticals onDemand is setting the standard for the way things will evolve in the pharmaceutical industry.”

– Patrick Den Boer,  
CEO, Q Pharma

## Saving Primary Care From Technology Misery

The pharmaceutical landscape is changing more quickly than ever before. Unfortunately for the majority of primary care sales organizations today, their Pharma CRM tools have not been able to change with the market. These traditional client-server solutions have become much too inflexible and too costly to maintain, leaving pharmaceutical companies in the unenviable position of overspending every day on solutions that no longer meet their business requirements.

To satisfy the demand for a more flexible and cost effective solution, Verticals onDemand has delivered the first Software as a Service (SaaS) Pharma CRM solution for primary care sales forces. Fast and easy to use, cost effective and easy to maintain, VBioPharma™ is the only Pharma CRM solution that combines complete functionality for specialty care, primary care, managed markets, and KOL management in a single application, empowering teams to integrate their strategies for optimum success. And all of this comes in the industry's first pre-validated solution.

### VBioPharma Primary Care Edition provides full functionality for:

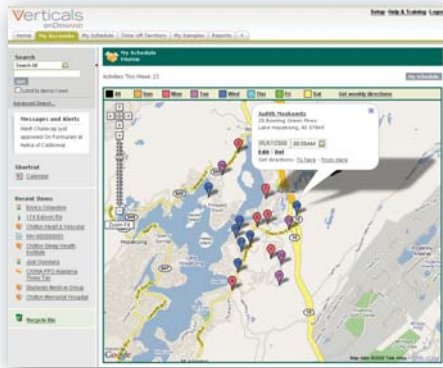
- > Physician and Account Profiling
- > Sphere of Influence Modeling
- > Call Scheduling and Route Management
- > Call Reporting & Mobile Call Reporting
- > Samples Management
- > Medical Event Management



## SaaS in the Palm of Your Hand

Primary care sales reps spend most of their time on the road or in the waiting room, so they need a Pharma CRM solution that is available when they do not have access to the internet. And if they are capturing signatures electronically, they need the reliability of a local database that is available 100% of the time. **VMobile™** was built to fulfill this need. Available for both smartphone/PDA and tablet/laptop deployments, it is the very first locally-installed product to be delivered as a service over the internet, which means it is self-updating.

**VMobile** delivers the flexibility, ease of use, and low cost of ownership needed to succeed in today's challenging business environment. And with the ability to plan and record calls, capture signatures electronically, and send/receive updates to the server in just seconds, **VMobile** will become the sales rep's favorite productivity tool.



Smart integration with mapping applications streamlines the call planning process.

**Verticals onDemand** is the leading provider of Software as a Service (SaaS) CRM solutions for the global pharmaceutical and biotechnology industries. Founded by software industry veterans, the company combines deep industry domain expertise, CRM deployment experience, and SaaS operations savvy with Force.com, the world's first Platform-as-a-Service from salesforce.com. Verticals onDemand's customers have been achieving the fastest time to value through the deployment of fully functional CRM applications that are flexible, simple to deploy, inexpensive to operate, and provide a superior user experience. Verticals onDemand is a privately-held company headquartered in Pleasanton, CA.

## Software as a Barrier vs. Software as a Service

The pharmaceutical industry was the first to arm its sales teams with automation software in the 1980s. After years of investments in client/server applications, the industry is now finding these enterprise CRM deployments to be inflexible, complex, and overly expensive. Pharma CRM applications have actually become a barrier to hitting today's corporate objectives – this is Software as a Barrier or SaaB (pronounced "sob," of course). Luckily, there is now a better way... Software as a Service or SaaS. With SaaS, companies of all sizes, across all industries, are realizing that the future of software is actually no software at all, at least not in the traditional sense. Instead of purchasing, installing, maintaining, and upgrading servers and software, SaaS applications, like VBioPharma, are delivered as a reliable service over the internet, accessible simply through a web browser.

[www.verticalsondemand.com](http://www.verticalsondemand.com)

## VBioPharma Delivers All the Benefits of SaaS

**Unparalleled time to value** – According to a recent study by TripleTree and the Software and Information Industry Association (SIIA), SaaS deployments are 50 to 90 percent faster than traditional client/server deployments.

**Lowest total cost of ownership** – Customers no longer need to purchase, install, upgrade, or maintain hardware and software to maintain their CRM systems. And with lower ongoing maintenance costs, SaaS is more cost effective in the short and long runs.

**Most flexibility** – The ability to change the application on the fly is simply unmatched by traditional client-server applications.

**More satisfied and productive users** – The easiest-to-use applications will provide customers with the highest user adoption rates in the industry.

**Easy upgrades** – Customers of SaaS applications benefit from instant deployment of new versions, eliminating wasteful upgrade projects that currently plague the industry.

**Better service delivery** – Due to the SaaS model's tremendous economies of scale, customers receive higher service levels than they ever could achieve on their own.

**Easier to customize** – With VBioPharma, performing customizations to the user interface and underlying data objects is so easy, that even business users can customize in minutes, without programming.

**Ease of system administration** – Most administrative functions can be handled with just a few clicks of the mouse, making it simple for administrators to add users, change page layouts, control field-level visibility, create workflow, and extend the application.