

The next generation of Pharma CRM has arrived.



“Specialty care reps operate in smaller universes of customers so targeting is different. Standard sales force automation technology is not as useful. Instead, this group needs a tailored solution.”

– Shawn Roman,  
Partner, Accenture  
Health & Life Sciences

## A Solution as Specialized as Your Drugs

As the era of blockbuster drugs fades, most new approved medications are specialty products such as injected and infused drugs, administered in hospitals, clinics, and physician offices. Marketing and selling these specialty products is fundamentally different than selling traditional medications through the retail pharmacy channel and requires specialized selling tools. However, until now, specialty teams have had no choice but to “force-fit” generic Pharma CRM solutions that don’t meet their specific requirements.

To satisfy this important market demand, Verticals onDemand offers the first Software as a Service (SaaS) CRM solution for managing specialty 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.

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

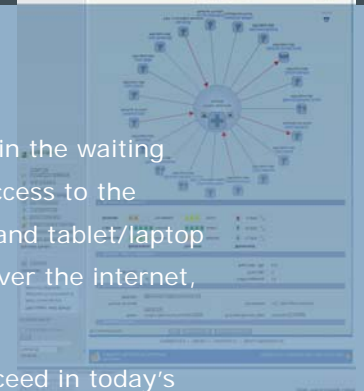
- > Account Based Selling
- > Contact and Account Profiling
- > Sphere of Influence Modeling
- > Call Scheduling and Route Management
- > Flexible Call Reporting
- > Closed Loop Account Planning and Execution
- > Medical Event Management

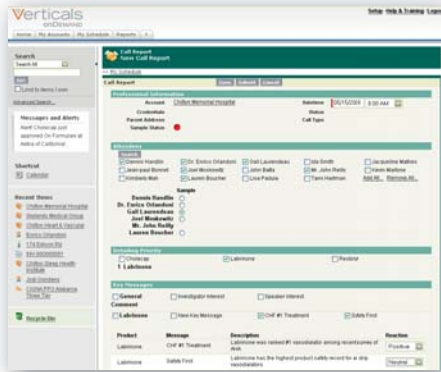


## SaaS in the Palm of Your Hand

Specialty care sales reps spend most of their time on the road, in a hospital/clinic, or in the waiting room, so they need a Pharma CRM solution that is available when they do not have access to the internet. **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 review detailed account profiles, plan and record calls, and send/receive updates to the server in just seconds, **VMobile** will become the sales rep’s favorite productivity tool.





Fast and flexible account and group call reporting ensures specialty reps spend time managing accounts, and not recording their activities.

**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.