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ViaFone Heightens Effectiveness of Pharmaceutical Sales Teams with New OneBridge Mobile Pharma Sales Solution

Using OneBridge Mobile Pharma Sales, Schering-Plough Unit Overcomes Unique Challenges Facing Field Reps who Serve Doctors and Practitioners

Brisbane, Calif.—(June 19, 2002)—ViaFone™, Inc., a leading provider of mobile applications, today unveiled ViaFone OneBridge Mobile Pharma Sales, a customized packaged application designed to overcome the unique challenges that face the legions of field sales representatives for pharmaceutical companies. The first vertically targeted software application from ViaFone, Mobile Pharma Sales enables companies to leverage existing and underutilized IT investments by putting critical customer relationship management (CRM) and enterprise resource planning (ERP) data in the hands of mobile sales representatives. With anytime, anywhere access to vital information on products and practitioners, pharmaceutical sales representatives now can reach and influence more practitioners and make full use of downtime between appointments.

ViaFone OneBridge Mobile Pharma Sales is designed to make the most of ever-shrinking face time that target practitioners are willing to spend with drug company sales reps. On average, sales reps see eight doctors a day for just three minutes per visit, amounting to a total of only 80 hours that each sales rep spends in front of doctors all year (AMR Research Alert, April 4, 2002). Increasingly squeezed for time, pharmaceutical sales reps must be well armed with the latest product information, practitioner information, and corporate marketing campaigns or initiatives. With industry-leading contact management features and proven voice and data communication technologies, OneBridge Mobile Pharma Sales helps drug companies and sales representatives succeed in a market where physician mindshare is crucial and where sales efficiencies can translate into higher prescription rates and revenue growth.

Through OneBridge Mobile Pharma Sales' convenient, unified interface, sales professionals can make the most of their time before, during and following an office visit. Before a call, sales representatives can research practitioners, download new product information, and review past meeting and order history. With this information in hand, sales representatives can better influence their target practitioners and improve territory management for future calls. During the call, they can answer questions about new drugs and manage samples given to doctors. Following the call, reps remain productive whether on the road or in doctor's waiting rooms, by planning their calls, completing call reports, submitting expenses and timesheets, reviewing clinical data, and collaborating through e-mail. Because sales professionals can complete their field reports electronically, they are also delivering up-to-the-minute sales progress information to improve their company's planning cycles. They also can electronically capture sample information to allow companies to more easily comply with FDA regulations and speed sample ordering or sending follow-up letters.

"Most of today's packaged software applications don't reflect the unique challenges of pharmaceutical sales, but ViaFone OneBridge Mobile Pharma clearly was designed to specifically address these obstacles with powerful custom features," said Uri Lustiger, Project Manager at Schering-Plough Israel, the first customer resulting from a new worldwide reseller agreement between ViaFone and HP. "Detailing physicians about new drugs, managing contacts and practitioner histories, filing call reports – these are all important tasks that allow our representatives to have a more valuable interaction with their targeted physicians. ViaFone Mobile Pharma offers salespeople an intuitive user experience that helps us reach and influence more practitioners in less time."

"As our flagship vertical application, OneBridge Mobile Pharma Sales answers an urgent need among pharmaceutical companies who have invested millions to put more reps in the field and more ads on TV – all with the goal of increasing market share," said Russ McMeekin, CEO of ViaFone. "OneBridge Mobile Pharma Sales helps pharmaceutical companies generate greater returns from their IT investments, a huge benefit that is helping fuel initial market acceptance among such respected industry leaders as Schering-Plough. Meanwhile, we are maintaining our focus on building applications that meet the needs of end-users while delivering customized packaged applications targeted at rapidly growing verticals."

The new ViaFone solution also enables pharmaceutical companies to extract higher returns from their IT investments. According to the AMR Research Alert, "A Dose of CRM Reality of Pharmaceutical," the return on a drug company's technology investments, when distributed across the number of field sales employees, averages \$100,000 per sales rep.

OneBridge Mobile Pharma Sales Features

Pharma reps using OneBridge Mobile Pharma Sales can access and update vital information with any handheld device in real time. They have the ability to work offline when wireless coverage is unavailable, and then synchronize later when coverage returns. One Bridge Mobile Pharma Sales incorporates a robust selection of features, including:

- Voice and data access to information. Pharma reps can manage practitioners and call reporting via any telephone or handheld device.
- Out-of-the-box integration. Pre-built connectors to Siebel SFA, SAP ERP and Microsoft.
- Unified view of critical sales resources. OneBridge Mobile Pharma includes the following sales resources and features:
 - practitioner profiles
 - call reporting and notes
 - sample tracking
 - library
 - alerts
 - call planning
 - E-mail
- Customization with the OneBridge Mobile Tools Suite. OneBridge tools make it easy to tailor the application to suit a company's specific requirements.

Out-of-the-box integration with Siebel SFA, SAP ERP and Microsoft Exchange allows companies to extend their existing sales support infrastructure to field reps, while connectors enable them to plug productivity and applications into OneBridge Mobile Pharma Sales.

ViaFone OneBridge provides industrial-strength security for the pharmaceutical industry, such as "demilitarized zone" (DMZ) and Secure Socket Layer (SSL) support. To protect valuable corporate and practitioner data, many corporations deploy two firewalls. The first, an external firewall that the company's Web servers sit behind, provides a "demilitarized zone" between another firewall which provides an additional layer of security for corporate back-end servers. ViaFone's solution is able to work within this system to deliver the most critical customer information intact without compromising data security.

About ViaFone

ViaFone is a leading provider of mobile enterprise applications that keep business moving in the field by bridging field sales and service employees and critical business systems, information and processes. ViaFone OneBridge delivers voice and wireless data applications across all devices, including PocketPC, Palm handhelds, RIM BlackBerry pagers and WAP and standard telephones. ViaFone solutions enable corporations to reduce operating costs, increase mobile employee productivity and increase the value and utilization of existing systems across the enterprise.

Founded in September 1999, ViaFone is based in Brisbane, Calif., with additional offices in Toronto, Atlanta and Paris. Privately held, ViaFone is backed by RedPoint Ventures, Draper Fisher Jurvetson, Partech International, RRE Ventures, Pequot Capital Management, Clarity Capital, Bell Mobility (subsidiary of Bell Canada), EDS, Samsung, Angel Investors, L.P. and others. To learn more about ViaFone's innovative solutions, please visit www.viafone.com or call 1-800-361-0061 in the U.S. and + 33-1-53-65-65-53 in Europe.

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