

NEWS RELEASE

Product Sampling Pioneer Data Reduction Systems (DRS) Assigned Multi-Channel Marketing Responsibilities

*International biopharmaceuticals and small molecule drugs developer/marketer selects
DRS MCM components and services, including DRS' Web Portal for product ordering.*

UNION, NJ – October 3, 2016 – A world-renowned research-based pharmaceutical company today announced they have engaged Data Reduction Systems (DRS) for comprehensive multi-channel marketing responsibilities. One high-ranking official said the decision was based on (a) DRS' deep experience in pharmaceuticals marketing, (b) its revolutionary MCM software (the backbone of which was patented in 2005), (c) the huge impact that the DRS Portal will undoubtedly have on customer ordering and (d) DRS plans of action now and going forward:

- A DRS-created, customer-branded website with Portal access for Samples and Promotions Ordering of any offered product.
- DRS enhancements to the already proven DRS 360 Plus application to fit customer business logic and processes including an administrative tool for brand and program management as well as customer target maintenance and full reporting
- [The DRS Customer Ordering System](#) features specific program business logic and electronic signature that simplifies all ordering transactions
- Servicing over 30M Health Care Professionals (HCPs) with online status updates for all orders in queue
- Acknowledgement of Content (AOC) form provided online with electronic signature.
- System validation and UAT completed within the required timeline
- Incorporated warehouse reporting system for up to date status on shipments.

About DRS

Founded in 1985, Data Reduction Systems (DRS) has long been at the forefront as a specialist in cross-industry information management technologies and services. Developed specifically for life sciences multi-channel marketing, DRS 360 Plus is a multifaceted, intuitively coordinated technology and people-driven system. It integrates all data allowing users to analyze customer ordering methods, sample types, quantities and order frequency. One can also instantly view how and why customers were motivated to make their requests.

DRS360 Plus. Because Multi-Channel Ordering Demands Multi-Faceted Thinking.

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Data Reduction Systems. Expanding the potential. Fulfilling the promise.