



Verticals onDemand and Exploria SPS Integrate Best-in-Class Applications to Deliver Landmark CRM/CLM Solution for the Life Sciences Industry

Industry Leaders Partner to Break Down the Walls Between Sales & Marketing

PLEASANTON, CA and HARTFORD, CT – September 8, 2008 – Verticals onDemand and Exploria SPS joined forces this week, linking their best-in-class software applications to bring pharmaceutical companies an integrated customer relationship management (CRM) and closed loop marketing (CLM) solution. Verticals onDemand's VBioPharma™ SaaS CRM application will be fully integrated with Exploria's CLM software, connecting sales and marketing in a continuous loop for real-time information sharing. The combination empowers pharmaceutical sales and brand teams to customize messaging to every physician in every interaction, thus providing micro-segmentation "on the fly."

Exploria SPS President, Richie Bavasso, explains. "A business rule driven, intelligent continuous loop marketing program within a flexible SFA or CRM system, like the one from Verticals onDemand, gives sales teams the power to create individual customer details that they can deliver to individual doctors and that can be changed every single day to incorporate new information."

The newly formed partnership between Verticals onDemand, the leading provider of Software-as-a-Service (SaaS) CRM solutions for the pharmaceutical and biotechnology industries, and Exploria SPS, the pioneer of intelligent content management, is indicative of an emerging industry trend: the integration of sales and marketing. Pharmaceutical companies see the value of flexible systems that link sales and brand teams by providing two-way communications across multiple channels.

"As the sales and marketing model evolves in the pharmaceutical industry, it is hard to imagine vast improvements without much tighter integration across multiple functional areas," explained Matt Wallach, executive vice president & general manager at Verticals onDemand.

"It's critical to collect feedback from all customer touch points – from a direct mail response to a phone conversation – in a central repository and analyze that information to share with stakeholders in real-time," said Exploria's Bavasso. "This information flow when coupled with unified communication channels is pharma's missing link to effective customer relationship management."



News about Exploria SPS

Verticals onDemand's VBioPharma CRM system is built on the Force.com™ platform, delivering all the advantages of the SaaS model. It combines full-featured functionality for primary care selling, specialty care selling, managed care account executives, and key opinion leader management in a single application, empowering all of the industry's customer-facing teams to integrate their strategies for optimum success.

"By implementing a flexible CRM/CLM solution, we're opening the floodgates for information flow," added Wallach. "Brand teams gain an entirely new level of insight into sales, and sales teams gain an entirely new level of selling prowess that will lead to gains in market share."

About Exploria Sales Performance Solutions, LLC

Exploria SPS™ offers sales performance solutions for Tablet PCs and other mobile technology to the pharmaceutical and medical device industries. Exploria SPS created its second generation tablet PC detailing solution for use in a Continuous Loop Marketing™ (CLM) environment in direct response to customer dissatisfaction with the first generation offering. Focused on The Science of Detailing™, the Exploria SPS solution enables interactive detailing using native media and algorithmic logic to determine presentation of appropriate content based upon physician response.

Exploria SPS is headquartered in Hartford, CT. For more information and online product demonstrations, visit www.exploria.net.

About Verticals onDemand

Verticals onDemand is the leading provider of Software-as-a-Service (SaaS) CRM applications to the pharmaceutical and biotechnology industry. Founded by software industry veterans, the company combines deep industry domain expertise, CRM deployment experience, and SaaS operations savvy with Force.com from salesforce.com, the world's first multitenant, on-demand platform. Verticals onDemand customers are achieving the fastest time to value through the deployment of fully functional CRM applications that are simple to deploy, inexpensive to operate, and provide a superior user experience.

Verticals onDemand is a privately-held company headquartered in Pleasanton, CA. For more information and online product demonstrations, visit www.verticalsondemand.com.

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