

Give your
sales team
the **PDS**
advantage

PDS Pharmaceutical
Data Services

Territory 51920 - Anti Infective Market
Potential (\$1-100 \$00)

Pharmaceutical Data Services

the key to success is timely information

Your sales rep's most valuable resource is a steady flow of information. The sooner information about prescription activity within their individual territories is in their hands, and the easier it is to understand and put to use, the better equipped they will be to sell against competing products with knowledge and power.

You are probably using the services of one of the major pharmaceutical data suppliers for reports that help focus your selling efforts, enhance district manager and field representative planning, and optimize physician targeting. Additionally, you may need to use internally generated resources that complement the services provided by these outside vendors.

Whatever combination of services you may currently be using, you now have access to a better option: The PDS Advantage – a totally integrated, automated and affordable solution to all your information distribution needs.

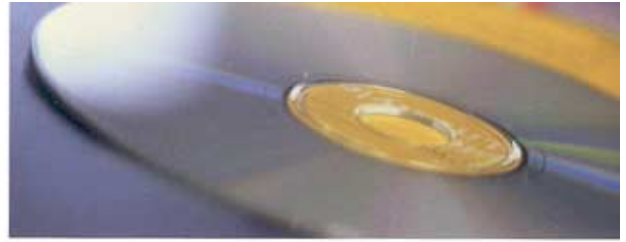
the PDS Advantage gives your reps the information they need in a form that's quick and easy to understand

Working in cooperation with the major pharmaceutical data providers, PDS turns your company's data into enhanced and simplified information that is easy and ready to use in the field.

Everything from concept, through processing and method of delivery/distribution is handled under close supervision within a single fully-equipped facility on a schedule that's arranged to your needs. Any special projects you may require from time to time are handled with the same attention to deadline and detail.

In short, when you include PDS in your information distribution plan, we become reliable, committed members of your team – working hand in hand with you and your data supplier to give your reps everything they need to understand their market, plan their strategy, and increase their productivity.

the PDS advantage



customized reports that make selling easier

When you put PDS on your team, the first thing we do is work with you to understand the framework within which your data will be presented. This framework – totally customized to your specifications – can take any form you choose, from paper to CD-ROM to the web.

Printed reports can range from basic text and line data to complex text with imbedded graphic data representation. CD-ROMs can contain a print image to fully indexed files, databases or spreadsheets that make information retrieval easy through the use of a common browser.

In all cases, information that is superfluous to your specific purpose and intent is deleted, leaving relevant information immediately apparent and far easier to understand.

Using state-of-the-art networked Xerox hardware, coupled with advanced proprietary software, PDS transforms your company's data into an enhanced information format at rates exceeding 30,000 pages per hour. This automated system enables us to handle the most demanding, data-intensive, graphics laden, high volume projects with relative ease.

But no matter how professionally or quickly your data is processed, it will have little or no value if it doesn't reach your managers or field personnel on time. Targeting physicians, new product launch information, and mid-stream course corrections all become less effective when data is old news.

PDS's automated systems – in combination with network-linked express mail services and in-house truck delivery of batch projects – ensure that your projects will arrive where they are needed, when they are needed.



the PDS advantage

internet access to critical data

Because PDS recognized the value of the internet as a perfect vehicle for delivering time sensitive pharmaceutical data, we are currently providing web access into our web servers. In fact, the same day we receive your data from the supplier, we make it available to you and your field forces. This allows your home office personnel, district managers, and field reps with access to the internet to receive critical information much sooner than with traditional hard copy, and much sooner than the competition!

Web based information – through print image files and even active queries into your online data bases – enables your field forces to quickly spot trends and changes within their territories and formulate their sales strategies accordingly. With the most up-to-the-minute information right at their fingertips, their time in the field can be spent far more efficiently and productively.



a range of services unmatched by any other single source

- Report Customization
- Report Modifications and Changes
- CD-ROM Creation and Distribution
- High-Speed Printing
- Web Based Data Delivery
- Customized Reports from Data
- Print to Data Conversions
- DBF, Excel, Access Output Formats
- E-Mail Notification to Sales Forces
- Physician Profiles
- Target Lists
- New Product Launch Reports
- Sales History File Maintenance

To learn how easily and affordably
you can give your sales reps
the PDS advantage,
call Pat Destito, President, ext.11
at (203) 230-2600.

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