

## **Pharma Leaders Boost Sales Productivity with Latest iPad Ready, Mobile Solution from Model N**

*Recent Release of Model N Field ImpACT is Designed and Optimized for Use in Multiple Mobile Scenarios*

**REDWOOD SHORES, CA** – March 5, 2013 – Model N today announced the launch of a unified solution for web, CRM, and mobile with its latest release of Field ImpACT, a powerful cloud-based analytics solution that creates a shared understanding of sales performance and competitive threats for Pharma sales executives and field representatives. This is the first Model N solution with native mobile capability and is specifically targeted for use on the iPad. This year, [Gartner](#) predicts that at least 85% of Pharma sales reps will be using an iPad in the field. A Fortune 500 biopharma manufacturer and Model N customer has recently deployed Field ImpACT to hundreds of its sales reps.

### **Field ImpACT Highlights**

Field ImpACT, accessed on the iPad, helps Pharma sales reps to more effectively plan their week, whether on the road or in the office, by highlighting which prescribers to visit based on the effectiveness of calling, sampling and targeted campaigns, and by also showing how payer dynamics are affecting prescription behavior. The mobile component to this solution now allows for faster ramp up of reps' field responsiveness with easier access to the same robust insights once only accessed on a laptop or desktop. Additional features from the Field ImpACT release include:

- Offline access to data
- Distilled analytics, not just "charts and graphs"
- Customizable account breakdown for each rep and their brands
- "Danger" accounts distribution based on prescribing behavior
- At-risk trend indicator setting for each target brand
- Support of standards based Single Sign-On (SSO) to common CRM systems

"Model N's latest release of Field ImpACT with mobile capability showcases our commitment to innovating the way sales leaders and field reps consume their business data," says Ali Tore, Co-Founder and VP of Analytics at Model N. "We've allowed access to and presented the data in a way that directly addresses the business questions that drive revenue potential and sales productivity in the field."

### **About Model N**

Model N, the leader in Revenue Management solutions, drives improved pricing, margin, and revenue performance through a powerful combination of best practices, highly configurable software applications, comprehensive services, and actionable analytics across the complete functional spectrum of pricing, contracting, rebating, sales, and marketing. Model N leverages its deep industry expertise to support the unique business needs of Life Sciences and Technology manufacturers in more than 50 countries. Global Customers include: Allergan, Amgen, Atmel, Boston Scientific, Bristol-Myers Squibb, Dell, Johnson & Johnson, Linear Technology, Merck, Marvell, Maxim, Micron, Nokia, Novartis, Novo Nordisk, ON Semiconductor, STMicroelectronics, and Watson Pharmaceuticals. Learn more at: <http://www.modeln.com>.

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