

Symbol's MC50 Brings Mobile Vitality to Sales Force Automation Applications for Pharmaceutical Companies

Mobile Sales Force Automation

Today, an assortment of technology is used by the typical drug salesperson, ranging from laptop computers to consumer -grade personal digital assistants (PDAs) to beepers and cell phones. Even with these tools, critical applications like signature capture for compliance are often still handled manually, which defeats the true benefits of sales force automation.

In addition, most drug companies leverage customer relationship management (CRM), sales force automation (SFA) applications or an internal, proprietary program. However, many are unable to realize the full return on these software investments. This is because sales force adoption and usage remains low.

Investing in technology without getting the full return is a key barrier to overcome for pharmaceutical manufacturers. Outside sales teams are mobile, revenue -generating professionals who require tools that bring all the functionality of a desktop into on -the-road conditions. In the past, this level of integration was unavailable. Today, a new enterprise mobility system exists that meets the diverse needs of mobile sales forces at drug companies.



Introducing the MC50 for Mobile SFA Applications

The MC50 is a new mobile computer from Symbol Technologies. Designed for outside sales teams, it delivers enterprise -level application performance in the sleek styling of a consumer -grade PDA device. It offers powerful performance that takes many SFA and CRM applications to a new level of usage. The MC50 empowers on -the-go pharmaceutical sales representatives with a tool that puts the capabilities of a desktop, cell phone and beeper right into their hands.

The small, lightweight MC50 is packed with capabilities such as wireless, smart battery, management, security, data capture and voice over IP (VoIP). Distinctive elements of its design make the MC50 easy to integrate into new or existing enterprise IT infrastructures. More durable than a consumer PDA, the MC50 is built with extra reliability in every feature - from battery contacts to keypads to acoustics. It easily exceeds the performance demands of frequent, extended use.

Gaining access to the typical enterprise -level applications used every day is a necessity to realize full return on investment (ROI). The MC50 is also compatible with industry -leading CRM applications, including Microsoft®, Oracle®, Siebel®, SAP® and IBM®. It is easy to use and similar in form to the traditional PDA used by many sales associates, which encourages adoption. All of these capabilities combine to provide a lower total cost of ownership (TCO).

The top features of the MC50 provide a solution for everything a sales representative may need while out of the office.

- › Integration with enterprise -level business applications
- › Mobility management software to deploy and manage mobile devices and wireless networks
- › Compatibility with leading customer relationship management (CRM) applications
- › Durable design for daily, high -volume usage
- › Data capture options provide linear and two -dimensional scanning or imaging
- › Wireless local area networking (LAN) - IEEE® 802.11b - for on-the-go data and voice communications
- › Voice telephony for push -to-talk (PTT), peer-to-peer (P2P), private branch exchange (PBX), one-to-one or one-to-many communications
- › Familiar Microsoft Windows Mobile™ -based operating system

On-the-Go SFA Applications for Pharmaceutical Companies

MC50 mobile computers give rapidly growing outside sales teams' access to applications that maximize productivity and efficiency - on the road, in the car or at a customer site.

1. Compliance Tracking and Reporting

Regulated industries like pharmaceuticals have strict mandates for accountability from government agencies or regulatory entities. Every time a sales representative visits a physician and leaves behind any prescription samples, he or she is required to get the doctor's signature before leaving the office or medical facility.

With the image scanning option in the MC50, the sales representative quickly captures the signature electronically to confirm the transaction. This e -record is later sent on to the corporate database using the integrated wireless LAN features in the MC50. Once there, a full history of samples and purchases is accessible at any time by the sales representative or for regulatory reporting purposes.

Benefits:

- › Increase accountability for compliance
- › Streamline business processes for higher productivity

2. Manage Forecasting and Revenue Commitment Activity

Successful organizations know that more visibility into the sales pipeline is an instrumental part of the business process. Yesterday's manual processes are ineffective for today's real -time sales environment. With the right tools, more accurate forecasts are performed and expenses are kept in line with anticipated sales. Mobility gives every salesperson the chance to deliver precise forecasting, and this information enables managers or directors to identify more incremental sales opportunities.

Benefits:

- › Produce accurate, timely forecasts
- › Increase sales

3. Order Entry and Management

For sales teams, the MC50 delivers unparalleled productivity right from the physician's office. Data entry is performed at the site to ensure accurate, error -free orders. The MC50 offers flexible keypad options that enable sales teams to quickly enter updated order information. A sales history is easy to access in real -time, so customer questions are also handled immediately. With the MC50, order entry and management can be conducted in real time.

Benefits:

- › Create more accurate orders
- › Improve follow up

4. Inventory and Order and Delivery Commitment

Knowing exactly what's available in inventory helps sales teams meet the needs of physicians. Setting clear expectations is important, and the ability to view current status of orders

What's Your Advantage?

The MC50 rugged mobile computer gives the following high -level benefits.

- › Increase sales team productivity
- › Generate incremental revenue opportunities
- › Improve compliance tracking and reporting to reduce costs
- › Enhance insight into customer needs
- › Reduce costs for ongoing device management

empowers sales representatives. This capability also streamlines order processing and fulfillment in warehouses or distribution centers.

Benefits:

- › Develop accurate invoices
- › Improve operational efficiency
- › Set reasonable expectations

5. Automate Pricing and Configuration

Prices are rising along with the costs to research, develop and market pharmaceutical products. Using the MC50, salespeople easily access detailed account profiles to know exactly what pricing is appropriate for a specific doctor. This prevents errors from occurring and builds stronger customer relationships. It also enables drug companies to track the actual expenditures and outcomes for increased accountability and justification of a specific drug's cost.

Benefits:

- › Build stronger customer loyalty
- › Increase accountability

6. Manage Customer Interactions and Calendar/Scheduling

Using the MC50, every part of a customer interaction - from signature capture to pricing to purchase history - is readily available for analysis. This makes the sales representative's job more productive. In addition, appointment scheduling and real-time alerts for notification of critical business events keep the sales representative's calendar and time both organized and efficient.

With so many companies vying for physicians' attention, pharmaceutical sales teams must have information readily available about clinical trials, marketing materials and competitive data. With everything accessible via the MC50, customer interactions are more productive and effective. Building long-term, lasting relationships with customers is a core competitive advantage.

Benefits:

- › Boost productivity
- › Increase sales
- › Enhance market share

7. Lead Management and Delivery

New leads are delivered right to the salesperson's MC50 with the appropriate software. Advancing more comprehensive lead management programs enables drug companies to make the most out of every marketing dollar. In the pharmaceutical market, millions are spent to effectively market and sell high-margin prescription drugs. However, it's still difficult to measure the success of a campaign.

By automating this business process, sales teams indicate the progress or outcome of every lead. This information is further analyzed, and more targeted marketing decisions can be made. Further, sales opportunities are more likely to be tracked aggressively, which leads to increased incremental sales opportunities.

Visiting a physician's office is also an excellent source of feedback for marketing efforts. Using quick, convenient surveys, sales representatives can use the opportunity to gather key impressions and insight from top customers on the effectiveness of marketing campaigns.

Benefits:

- › Maximize marketing opportunities
- › Generate new business

Return on Investment

Mobile SFA applications deliver compelling business reasons for adoption. With automation, the cost of meeting compliance mandates is reduced and sales teams operate smoothly and efficiently. Gaining full use of existing CRM or SFA applications offers a lucrative measurement. With the easy, intuitive MC50, end-user adoption is sure to increase.

- › Lower TCO
- › Increase end-user acceptance
- › Enhance productivity
- › Improve sales
- › Higher customer satisfaction

As for the technology ROI, reducing the cost of maintaining separate devices is a key metric. This extensive collection of devices proves challenging and costly to manage and support. In their place is one, easy-to-use yet powerful mobile computer running SFA applications. With mobility services platform (MSP), support teams get instant insight into the mobile devices and wireless networks comprising the SFA system. Upgrading and deploying software updates is quick and convenient. This helps to reduce overhead, which leads to a more cost-effective support and service operation.

Symbol MSP Benefits:

- › Faster, easier deployments
- › Increased visibility into mobile assets and performance
- › Reduced downtime and support costs
- › Rapid implementation and extensibility

From both a business and a technology perspective, the MC50 delivers a strong return on investment.

Services

Symbol Enterprise Mobility Services ensure that your mobility solution works seamlessly and at maximum efficiency - from defining your business requirements through ongoing service and support.

Application Providers

Designed for rapid deployment, MC50 mobile computers integrate rapidly into new or existing IT infrastructures. The Microsoft Windows Mobile-based MC50 is compatible for use with some of the leading CRM and SFA applications used by pharmaceutical companies today.

- › Microsoft® Business Solutions CRM Sales and Customer Service Modules

- » Oracle®
- » Siebel® Mobile Service Handheld
- » SAP®
- » IBM® WebSphere® Everyplace™ Access

Summary

Pharmaceutical sales teams need the ability to capture, move and manage customer information to and from the point of business activity. Adding the strength of the MC50 enables drug companies to get the full TCO from CRM or SFA applications.

Fast growing sales forces and limited time with physicians make every customer interaction more critical. With full access to the features of core business applications, sales teams are empowered to deliver unparalleled service to build loyalty. Leads are available, marketing materials are accessible and orders are accurate and traceable. This gives drug companies the chance to explore every potential business opportunity to increase sales.

The sleek, intuitive MC50 does exactly what it intends to do. It transforms a sales team encumbered with bulky, traditional technology and streamlines all the necessary functions into one device that fits into the palm of a hand.

Learn More about the MC50

For more information, contact us at +1.800.722.6234 or +1.631.738.2400

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For system, product or services availability and specific information within your country, please contact your local Symbol Technologies office or Business Partner.

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