

Verticals
onDEMAND

**2009 Global Pharmaceutical CRM
Product of the Year Award**



"We accelerate growth"

2009 Global Pharmaceutical CRM Product of the Year Award

Award Description

The Frost & Sullivan Award for Product of the Year is presented to the company that has demonstrated excellence in new product development and launch within its industry. The recipient company has shown innovation by launching a broad line of emerging products and technologies.

Research Methodology

To choose the recipient of this Award, the analyst team tracks all new product launches, R&D spending, products in development, and new product features and modifications. This is accomplished through interviews with market participants, and extensive secondary and technology research. All new product launches and new products in development in each company are compared and evaluated based on degree of innovation and customer satisfaction. Frost & Sullivan then presents the Award to the company ranked number one in overall product success.

Measurement Criteria

In addition to the methodology described above, there are specific criteria used to determine final competitor rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Significance of new product(s) in its industry
- Competitive advantage of new product(s) in its industry
- Product innovation in terms of unique or revolutionary technology
- Product acceptance in the marketplace
- New product value-added services provided to customers
- Number of competitors with similar product(s)



The “2009 Global Pharmaceutical CRM Product of the Year Award” is presented to Verticals onDemand in the Global Pharmaceutical Customer Relationship Management (CRM) market. Verticals onDemand’s VBioPharma, a SaaS CRM application offset strides in the market by satisfying the demands of the Industry optimally.

The Company

Verticals onDemand is a Customer Relationship Management (CRM) solutions provider for Pharmaceutical and Biotechnology companies. Started by veterans from the Industry in 2007, the company has three products, VBioPharma, VInsights, and VMobile. VBioPharma is a Software as a Service (SaaS) CRM application, VInsights is a SaaS datawarehousing and reporting application, and VMobile is a Mobility as a Service (MaaS) application. Verticals onDemand is pre-eminent in the Pharmaceutical CRM market with strong global expansion focus. The spree of market penetration is relatively high for VBioPharma in the North American Markets.

VBioPharma’s Significance in the Industry

The pharmaceutical industry is dynamic and complex. The present scenario cognates to this reality, a sequent reality where sales force is lay-off, experimentation with sales and marketing models, and restructurizing of business models befall. Certainly, a CRM product developed in retrospect will not equate the current market requirements and hence, the market demands a malleable product that could be cheaper, customizable and adoptable. This demand is replete now with Verticals onDemand’s VBioPharma which was launched in the year 2007. VBioPharma meets the market needs: flexibility, cost effectiveness and user friendliness; to be precise, it is an epoch-making product in the Pharmaceutical CRM space. The Industry also bespeaks a product that could be easily executed for sales force of various sizes with maximum customization capabilities. This requirement is now met with VBioPharma.

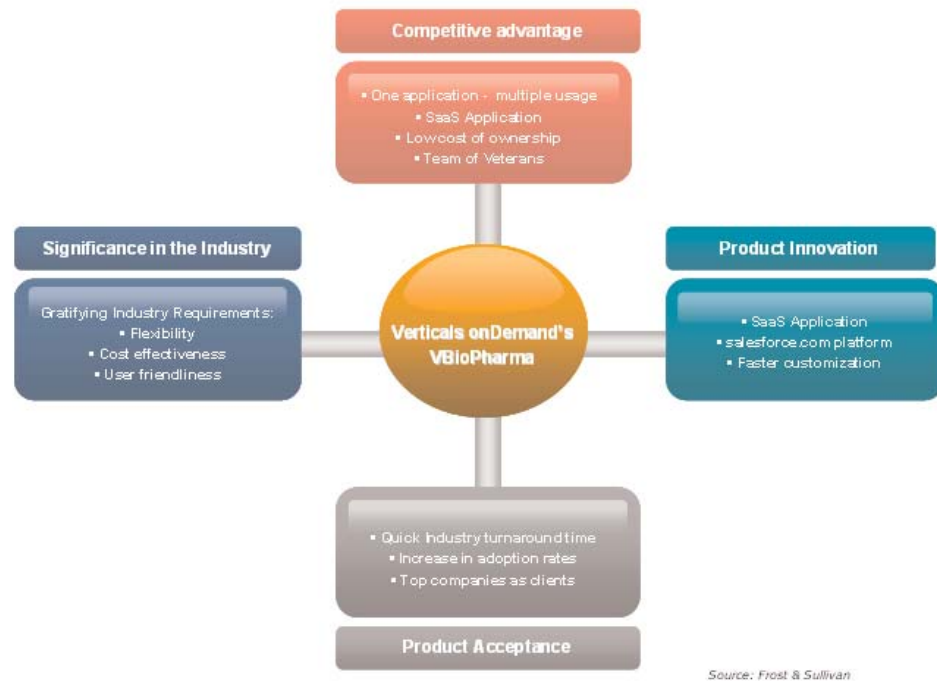
Vantage of VBioPharma

The Pharmaceutical CRM Industry’s competitive structure is unusual. A strong technology with tremendous impact directed towards factors such as flexibility, cost-effectiveness and user-friendly interface will turnaround the market. VBioPharma is one such SaaS product built on immense motivation to gratify the requirement of the Pharmaceutical and Biotechnology Industry, and provides amalgamation of different functionalities for specialty care, primary care, managed markets and key opinion leaders (KOL) management in one application. Three key factors that position VBioPharma ahead of competitors’ products include one application with various usage options; it being a SaaS Product; and, low cost of ownership for the end users. The application can easily suit different needs of the end user by unifying functionalities that are sought for various teams within an organization. VBioPharma’s unique selling proposition as well as value proposition is a fact of being a SaaS product. Several advantages of SaaS include low cost of ownership for the customers, faster upgrades and customization, and astounding flexibility. Another significant leverage of the product is that customers will not have any upfront investment as it is purely an onDemand product for which no infrastructure cost has to be incurred.

Epochal innovation

VBioPharma is a SaaS CRM application built on the Force.com platform from salesforce.com. The product takes the favor of salesforce.com for the security features of Force.com as salesforce.com is preferred for its increased investments on security. The traditional expensive client/server architecture undergoes difficulties from making customizations in the software and deploying it, which usually takes days together with numerous costs incurred. Now, with VBioPharma, it is easy to make such changes, and at the same time, deploy it easily without delay. Product innovation is an ongoing process for Verticals onDemand; customers are upgraded with new features in no time, as deploying it to multiple users becomes relatively faster and easier.

Best Product – Verticals onDemand's VBioPharma



The figure shows VBioPharma's potential in creating a high impact in the Pharmaceutical CRM market.

Product Acceptance in the Marketplace

The new product VBioPharma is emphatically well accepted in the market. Its current operations are in United States and that becomes their core market. But strategies to launch VBioPharma in international markets are in the pipeline. In 2007, Verticals onDemand closed 5 customers including Millennium Pharmaceuticals and Indevus Pharmaceuticals within a shorter span. In 2008, they had more than 17 customers on their list including top companies like Pfizer, Solvay, Novartis and Genentech. The adoption rate of VBioPharma from Pharmaceutical and Biotechnology companies were comparatively quicker in this matured market.

Verticals onDemand also provides value added services by partnering with vertical CRM solutions such as closed loop marketing (CLM) solutions which is sought by the customers in this market scenario. They partner with Exploria SPS and Skura for offering such solutions.

Conclusion

Verticals onDemand's VBioPharma incisively meets the Industry standards and requirements by providing flexibility, cost effectiveness and user-friendliness. The company has demonstrated advanced innovation and differentiation in software development, quality and strong technology in its SaaS application OnDemand platform. These cumulative factors make Verticals onDemand the deserving recipient of the "2009 Global Pharmaceutical CRM Product of the Year Award".

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.



About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, partners with clients to accelerate their growth. The company's TEAM Research, Growth Consulting and Growth Team Membership empower clients to create a growth-focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit <http://www.frost.com>.

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