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Data Reduction Systems Unveils CRMonline – A Validated Integration Tool for On-Demand CRM

Solution eliminates software, installation and maintenance

Union, NJ -- December 30, 2005 -- Data Reduction Systems Corp. (DRS) (www.drscorp.com), a leading provider of information management products, services and solutions, has just released CRMonline, an integration of two pre-eminent technologies – on-demand CRM and DRS PharmaSync™ a patented, electronic, real-time data collection tool. Developed for the Life Sciences Industry and its inherent compliance and cost containment issues, CRMonline, utilizing PharmaSync™ capture technology, is a validated solution that meets FDA compliance requirements for Title 21 CFR Part 11 and PDMA.

PharmaSync's real-time technology enables pharmaceutical companies to eliminate paper documents, speed dissemination of data, and improve data integrity. These and other features have earned PharmaSync™ a coveted U.S. Patent.

Using any Microsoft® Windows Mobile™ OS device, the pharmaceutical company sales associate conducts sampling activities in real time. PharmaSync's drop down menus facilitates data entry and integration with CRMonline and Pocket Outlook, enabling users to benefit from the convenience and productivity of these handheld devices. CRMonline provides the interface that allows all collected data -- inventory, detailing, sample disbursements, etc. -- captured within PharmaSync™ to migrate to any Web-based or enterprise CRM system resulting in a complete 360° view of the client.



As a total solution, the need to purchase, install and maintain software is completely eliminated making the entire process of sharing and managing business information simpler and more cost-effective. The approach thus enables pharmaceutical and biotech organizations to adhere to regulatory requirements while toeing the bottom line.

“In addition to reducing costs and increasing cost efficiencies, CRMonline can significantly improve customer service, support and loyalty by providing faster access to quality information,” explained Rick McQuade, President of Data Reduction Systems. “Also, because CRMonline is simple, easy to learn and use, reliable, and software free, ROI for the CRMonline solution will undoubtedly be realized much earlier than that of installed CRM products.”

About Data Reduction Systems Corp

Since its inception in 1985, Data Reduction Systems Corp. has been at the forefront of new information management technologies. From its origins in micrographics to the latest innovations in digital storage, the company has always followed the business strategy of offering state-of-the-art archival and retrieval solutions to its industry partners. Collectively these credentials have enabled some of the world’s leading companies to enhance the management, storage and retrieval of their vital business records thus ensuring the integrity of their corporate standings. DRS headquarters is located in Union, New Jersey.

For more information, please contact DRS at 908.687.5636 or visit www.drscorp.com

PharmaSync™ is a trademark of Data Reduction Systems Corporation. Methodology used in the PharmaSync™ brand system is covered by U.S. Patent No. 6,952,681. All other trademarks are the property of their respective owners.

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