

## NEWS RELEASE

### Product Sampling Pioneer Data Reduction Systems (DRS) Assigned Multi-Channel Marketing Responsibilities

*International biopharmaceuticals and small molecule drugs developer/marketer selects  
DRS 360 Plus components and services, including DRS RxSECURE,  
the company's HCP Rx sample ordering portal.*

**UNION, NJ – October 3, 2017**– A world-renowned research-based pharmaceutical company today announced they have engaged Data Reduction Systems (DRS) for development of a comprehensive multi-channel marketing product. One high-ranking official said the decision was based on (a) DRS' deep experience in pharmaceuticals marketing, (b) its revolutionary MCM software (the backbone of which was patented in 2005), (c) the huge impact that DRS RxSECURE and its HCP secure sample ordering portal will undoubtedly have on customer ordering.

#### Product features include:

- A DRS-created, customer-branded website with Portal access for Samples and Promotions allows any HCP in the universe or sales professional to order available sample and promotional products.
- Recent enhancements to the DRS 360 Plus application considers customer business logic and processes including an administrative tool for brand and program management as well as customer target maintenance and dashboard reports
- Medical Information Requests are input by the HCP and routed to the ML for resolution.
- Acknowledgement of Content (AOC) created from all ordering sources are provided online with electronic signature.
- Field Sales Professionals can create a remote sample request for an HCP to approve through the portal, enabling wider territory coverage for sales activity

#### About DRS

Founded in 1985, Data Reduction Systems (DRS) has long been at the forefront as a specialist in cross-industry information management technologies and services. Developed specifically for life sciences multi-channel marketing, DRS 360 Plus is a multifaceted, intuitively coordinated technology and people-driven system. It integrates all data allowing users to analyze customer ordering methods, sample types, quantities and order frequency. One can also instantly view how and why customers were motivated to make their requests.

*DRS 360 Plus. Because Multi-Channel Ordering Demands Multi-Faceted Thinking*