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## **DRS DEBUTS FIELD DATA COLLECTION SOLUTION THAT ENABLES CRM USERS TO CAPTURE ELECTRONIC AND PAPER DATA DURING SALES CALLS**

**Union, NJ – June 1, 2006** -- Data Reduction Systems Corp. (DRS) ([www.drscorp.com](http://www.drscorp.com)), a leading provider of information management products and services, recently unveiled a new paradigm for field data collection that draws upon the ability to load both paper- and electronic-sourced information into your CRM application. The solution, an integration of DRS' patented PharmaSync™ system and Microsoft Dynamics CRM 3.0, empowers user-companies to make better informed CRM decisions and improve bottom-line ROI through process improvements and cost reductions.

"We are, of course, extremely proud of the reputation we've earned throughout the industry as a company with a deep understanding of both document and electronic capture solutions," said Rick McQuade, DRS President/CEO. "Equally important, however, has been our reliance on solutions partners like Microsoft to bring their "best in class" products to the table. In this latest iteration, data integrity and regulatory compliance are ensured by DRS PharmaSync™, which will serve as the validated system of record for capturing all relevant sampling information during sales calls to a practitioners. The solution becomes truly comprehensive as data is then passed in real time from PharmaSync™ to Microsoft Dynamics CRM allowing users to automatically access all sales call information *whether it is paper or electronic sourced*".

DRS PharmaSync™ technology is flexible and can ultimately benefit any company within any industry faced with automating paper while maintaining Part 11 compliance. The form can be simply modified to capture any industry-specific data and then integrated into Microsoft Dynamics or other CRM system.



In addition, since the DRS PharmaSync™ technology can handle a limitless combination of paper and electronic “feeds” into the CRM system, users can easily and cost-effectively migrate from paper to electronic data capture seamlessly and on their own prescribed schedule without sacrificing overall value.

PharmaSync/CRM is part of a total family of products, services and solutions from the DRS Pharma Solutions Group.

### **About Data Reduction Systems**

Since 1985, Data Reduction Systems Corp. has been at the forefront of new information management technologies. From its origin in micrographics to the latest innovations in digital storage, the company has always offered state-of-the-art archival and retrieval solutions to its industry partners. This business strategy has enabled some of the world's leading companies to enhance the integrity of their corporate standings through better management of their vital business records. DRS is located in Union, NJ.

For more information, please contact DRS at 908.687.5636 or visit [www.drscorp.com](http://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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