

## **Verix's Announces Enhanced Executive Summary Capability for Life Sciences**

*Verix's New Smart Text Enables Real-time Analysis of the Market*

**Los Altos, Calif., - May 6, 2013** – [Verix](#), a global leader in Business Analytics for commercial operations, today announced the release of a new version of its Life Sciences solution that provides a concise summation of significant events.

The new Executive Summary feature provides a quick, “Smart Text” of up-to-the-moment, key metrics and market conditions relevant to a specific geography or role. These summaries automatically update and provide a synopsis of performance. This enhancement provides the entire commercial organization the ability to focus on key trends – all in a word based series of text that can be easily exported and shared with the rest of the company.

Much like headlines in a newspaper, everyone in the organization – from sales reps to national account managers – can see top-line information that is critical to running their business. These headlines are a great way to start the day and learn what is happening now, all specifically tailored to the user.

Through Verix's Executive Summary your team will be better equipped to:

**Focus** - Prior to this capability, sales reps had to act like detectives to figure out what needed to be messaged, where they needed to go and the most efficient way to go about it. A typical day might start with the opening of SFA, checking on the latest Rx data, pouring through reports, route planning and finally heading out the door. With Executive Summary, a rep knows whether scripts are up or down for the week, exactly where his territory is ranked and through a series of intelligent business alerts, is pointed to specific issues impacting his geography – items like new doctors adding patients to therapy, physicians turning to the competition, which doctors are under-called and who might need a sample. Like short news summaries on a newspaper's front page, the rep is given one concise picture of his performance and action items.

**Collaborate** - the Executive Summary feature is integrated across all of Verix's Apps. Everyone sees the same top line information coupled with critical information specific to their role. Did a NAM just capture a big formulary win? The Managed Market team and those reps in impacted territories need to know. Is competition gaining? Marketing may need to update the messaging and share this information with the Sales Team. Are samples turning into scripts? Sales Ops may need to refine its sampling strategy and distribution.

**Increase Sales** – with everyone looking at “one version of the truth” and seeing the same trends and action items, your team – from Marketing to Sales to Managed Markets to Operations– can pull together, act as one team and drive towards one sales goals. Verix's Executive Summary has already helped one client successfully launch a product. By aligning the team each morning on the day's trends and tasks, this client keeps its team focused on what matters and has surpassed its launch forecast.

Developed in collaboration with leading pharmaceutical companies, Verix's powerful Executive Summary can do the same for your Life Sciences business.

### **About Verix**

Verix, headquartered in Los Altos, California, offers innovative SaaS Business Analytics solutions to streamline commercial operations. Verix's pre-packaged applications combine external and internal data sources and utilizing the patented HotSpots™ technology, Verix provides a holistic image of the market and the business, and detects threats and opportunities before they become a costly problem. Verix goes beyond traditional Business Intelligence, leveraging data to answer business questions. For more information, please visit [www.verix.com](http://www.verix.com)

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