

## Verix Enhances Life Sciences Vertical with New Capabilities

*New LRx Analyzer, Executive Summary feature, Dynamic Targeting*

**LOS ALTOS, Calif., Sept. 17, 2012** - Verix ([www.verix.com](http://www.verix.com)), a global leader in Business Analytics for commercial operations, today announced the release of a new version of its Life Sciences solution that adds planning and collaboration capabilities and enhances analytical modules. The Verix solution now provides in-depth analysis of LRx data that enables users to rapidly realize and take advantage of changes in prescribers' behavior. The new Executive Summary feature provides a concise synopsis of significant events. Dynamic Targeting has been enhanced with relevant KPIs to facilitate effective plan changes on the road. This new Verix functionality delivers a significant increase in return on investment through clear, actionable insights.

**Verix's new LRx Analyzer** is a cutting edge solution that uses APLD (Anonymous Patient-Level Data) to track patients over time. This capability allows pharmaceutical companies to analyze patient Rx starts and restarts and specifically, switches between brands. By augmenting existing Rx data sets with a patient-centric view, companies can now effectively target and sample those physicians that are truly adding patients that are new to the company's brand, vs. physicians that tend to refill patients with the same prescription over time. This robust intelligence adds even greater insights to Verix's leading analytical solution.

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. These summaries automatically update and provide a brief synopsis of performance to focus the user on key trends in his area – all in a word based series of text, much like headlines in a newspaper – a great way to start the day and plan accordingly.

**Verix's enhanced Dynamic Targeting** provides a map-based, analytical view of a sales rep's physician universe, allowing the rep to plan and adjust his daily routing. The Rep can quickly respond to any disruption and dynamically adjust his route in the most optimal manner, to make the most of every minute on the road. As the rep selects a new physician, Verix dynamically updates metrics and KPIs specific to this new choice, so that the rep is fully prepared for the new call.

Finally, **Offline Capabilities** have been enhanced. Reports can now be exported in CSV format. Additionally, Verix has improved its ability to easily create a PowerPoint template and have a deck be automatically built at the push of a button. This feature is great for business reviews, executive presentations and any point when consistency and time are of the essence.

The enhancements in this release were developed in cooperation with our key Life Sciences customers, reflecting their continuous quest for cutting edge innovation to sustain their lead in the market.

### **About Verix**

Verix offers innovative SaaS Business Analytics solutions to streamline commercial operations. Combining 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. By easily integrating with solutions such as SalesForce, Cognos, and SAP, Verix goes beyond traditional Business Intelligence, leveraging data to answer business questions. The straightforward, web-based interface puts the power of advanced analytics in the hands of any business user. The results: significant increases in sales performance through enhanced efficiency and optimization. For more information visit [www.verix.com](http://www.verix.com)

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