

AdvantageMS Awarded Master Data Management Contract

Multi-year Contract in Place for Using Integrated Customer Data as the Foundation for Future Commercial Success

Fort Washington, PA – September 22, 2010

AdvantageMS is pleased to announce it has been awarded a multi-year Master Data Management contract. Our client is aggressively moving on the Paradigm Shift our industry is facing by addressing their need for integrated customer data as a foundation for their future commercial success. Recognizing that granular data accuracy along with data stewardship support is the foundation for commercial success, our client has selected the AdvantageMS MDM solution to replace its existing legacy system.

Today marketing and sales functions have become more complicated than ever before. The data utilized for these functions have increased in volume and complexity. And at the heart of every decision is data: data drives decisions around sales, marketing, sampling and field force design and compliance. The Pharmaceutical industry faces a formidable challenge managing all of today's disparate data sources. Additionally, the rise of compliance regulations requires Pharmaceutical Manufacturers to pay strict attention to granular customer data accuracy. To meet these challenges, AdvantageMS offers two decades of healthcare data management experience; our MDM service provides clients the very highest degree of data accuracy available today. Utilizing our National Database as a trusted source for each client, along with tenured industry consultants, we deliver a highly customized, scalable solution.

Call us today to learn more about our MDM and data services at 215-750-5503.

For more information on our Master Data Management solutions please visit our website at www.advantagemms.com.

About AdvantageMS

AdvantageMS is a leading supplier of territory alignment software, Master Data Management, and Sales and Marketing Operations consulting services to the Pharmaceutical Industry.

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