

RANBAXY TIES UP WITH DE DATA FOR PURVEYANCE SYSTEM

TECHNOLOGY WILL PROVIDE EFFICIENT SALES AUTOMATION SOLUTIONS TO RANBAXY'S SALES FORCE

22 March 2007 – When Ranbaxy Laboratories Limited (Ranbaxy), ranked among the world's top 10 generic pharmaceutical majors and producer of quality generic ethical medicines, commenced set-up of its sales and marketing operations in Australia, they knew they needed a streamlined system that would allow their new field team to make an immediate impact on the highly competitive and price-driven generics market.

After a three-month evaluation of mobile sales automation solutions that was overseen by its headquarters in India, Ranbaxy chose De Data's intelligent Purveyance system to run on PDA devices.

The solution is now being used by the company's 16 representatives to manage its pharmacy sales force operations throughout Australia.

From the initial meeting, Ranbaxy could see that Purveyance provided the efficiency of an automated system that allowed fast detailed ordering back to wholesales, was a competent territory management tool and would be easily adopted by the new Australian sales team.

More importantly, the ability of De Data to clearly demonstrate how Purveyance would extend the productivity of the sales team through its two-way communication was a bonus. The system allows office staff to push information out to the field, including visual cues that can be pre-programmed so that messages or surveys can appear at any given time. This information can also be extremely targeted or broad in its reach – for example, a message may be applicable to one or a number of representatives or a survey may apply to several or all pharmacies.

With the enormous task of establishing its sales and marketing operations, Ranbaxy also sought a system that would keep administration time and costs to a minimum and would allow the field team to focus on building sales and establishing customer relations during the start-up phase.

Adequate support services were also the key to servicing Ranbaxy's Australian operations. The De Data team demonstrated their quality support services upfront by assisting Ranbaxy in the review and selection of equipment. The field staff were literally able to "hit the ground running" with the establishment of the customer database prior to representatives making their first calls.

Frank De Palo, Managing Director of De Data explains, "The selection of a solution by Ranbaxy was critical, as was the timing for implementation, as they were establishing a complete field force from scratch. This meant that the selected solution needed to be fully functional from the outset as well as being quickly and easily deployed. Obviously De Data's Purveyance solution met all of these requirements and I am pleased to say that we had another extremely successful implementation."

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For further information about De Data or Purveyance please contact Sharon Farley, Marketing Manager of De Data on tel: + 61 2 9279 3737 or via the web: www.dedata.com.au

About De Data

De Data is a privately owned company that has successfully delivered quality Information Technology (IT) services to organisations locally, nationally and globally since 1993. The company shareholders collectively enjoy over 40 years industry experience and are actively involved in the day-to-day running of the business. The goal of De Data is to provide clients with independent practical solutions to business challenges. It is the aim of De Data to allow the client to focus on their core business so they are not forced into the business of being technical specialists.

About Ranbaxy

Ranbaxy Laboratories Limited, headquartered in India, is an integrated, research based, international pharmaceutical company producing a wide range of quality, affordable generic medicines, trusted by healthcare professionals and patients across geographies. Ranbaxy's continued focus on R&D has resulted in several approvals in developed markets and significant progress in New Drug Discovery Research. The Company's foray into Novel Drug Delivery Systems has led to proprietary "platform technologies", resulting in a number of products under development. The Company is serving its customers in over 125 countries and has an expanding international portfolio of affiliates, joint ventures and alliances, ground operations in 49 countries and manufacturing operations in 9 countries.