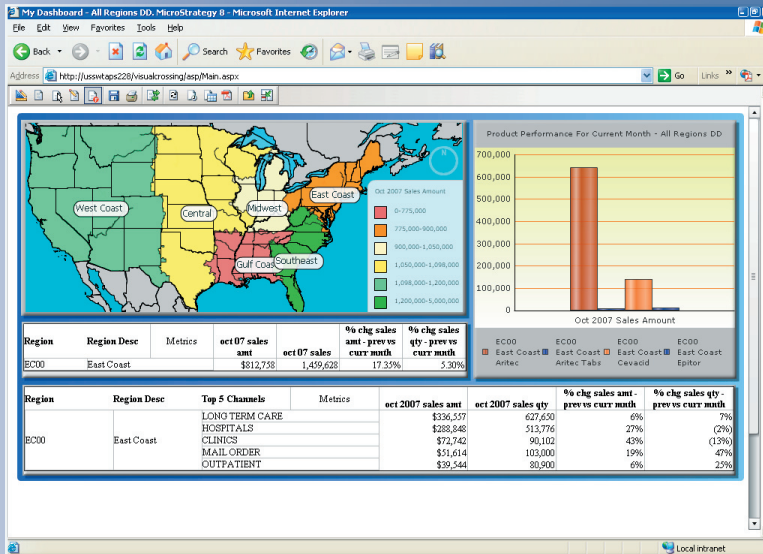


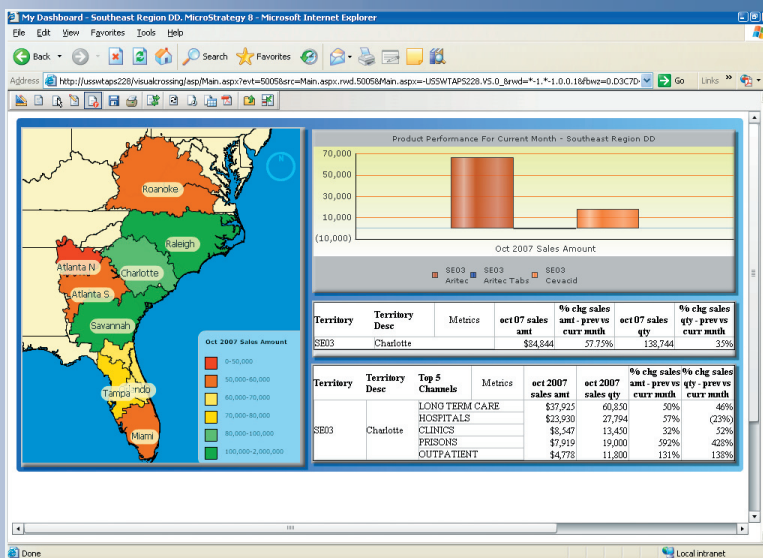
Customer Success Story

Customer Profile

Biltmore Technologies is a leader in pharmaceutical sales and marketing analytics. In the pharmaceutical industry, Biltmore's flagship product, MyVital Signs Rx, is a hosted sales and marketing analytics application for small and mid-tier pharmaceutical companies that want to increase sales effectiveness by guiding and maximizing sales and marketing results.



Vital Signs delivers Regional Dashboards which provide high level, fully interactive performance summaries. Selecting different regions on the map will refresh the other dashboard components to reflect data for that selected region.



Interactive dashboard displaying territory level data for the selected territory.

As a reporting and ad-hoc query application, MyVital Signs Rx enables pharmaceutical sales and marketing executives, sales operations, market research, and field sales teams the ability to measure and improve their sales force and marketing campaign effectiveness.

Visual Crossing was chosen by Biltmore to provide geographic analysis to complement the powerful analytics available in the MyVital Signs Rx application. The Visual Crossing mapping technology enables rapid and intuitive analysis of trends in the Vital Signs pharmaceutical data. This drives insights into improved management of sales and marketing activities.

Visual Crossing technology enables all data consumers to leverage the full value of their data. Using Visual Crossing mapping technology, field sales reps can quickly view the behavior of physicians, practices, and hospitals within their territories, enabling them to plan their calls more effectively and maximize their business interactions.

Executive leadership can rapidly compare direct and indirect sales channels, understand the competitive landscape and gain insight into their various geographical alignments and hierarchies.

Marketing executives and analysts can accurately monitor new product introductions and measure campaign effectiveness.

Vital Signs leverages Visual Crossing mapping functionality in MicroStrategy Dynamic Dashboards, Report Service documents, interactive MicroStrategy Web and Narrowcast Server output.