

## Customer Solution Brief



### Customer

World's leading  
Pharmaceuticals company

Country or Region  
Singapore

Industry: Pharmaceutical

Medical Rep Training  
Game (MRTG)

### Customer profile

Customer is one of the world's leading research-based health care company. It discovers, develops, manufactures and markets leading prescription medicines. It has a strong presence in Singapore with over 300 employees.

### Business Situation

As Pfizer operations expanded, it could no longer rely on the existing system to train the large workforce of Sales Representatives on the products information and assess their knowledge on the products for effective sales.

It required a mobile-based solution, which can be effectively used by the mobile workforce [Sales Reps], is interesting and can also have a central reporting system to be used for incentives/appraisals of the representatives.

### Solution

SQL Star proposed PDA based solution to train the Sales Reps on the Product information. Sales Reps will take Quiz programs using Windows Mobile PDAs and they will synchronize the score of this Quiz into the central server using Active Sync mechanism.

Central system (web-based) provides different kinds of reports to assess the sales reps product knowledge and it will be used for incentives/appraisals of the reps.

The decision to go with this solution was mainly based on the fact that it was based on Microsoft platform and customer is familiar with the environment.





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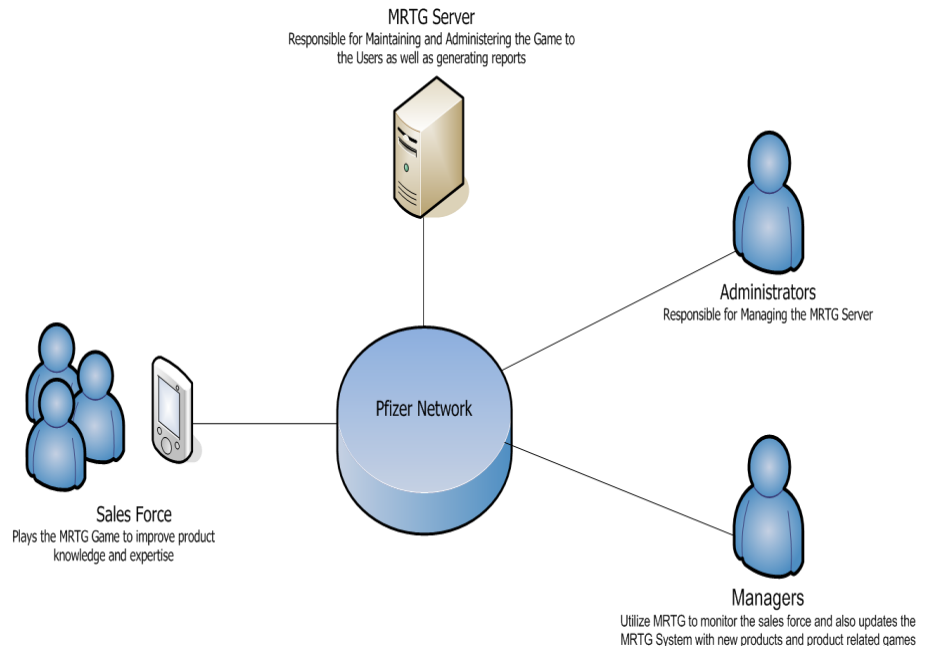
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## Technology:

- Microsoft .Net Compact Framework
- SQL Server 2005

## Solutions Architecture



## Benefits

- ✓ Easy-to-use solution for mobile workforce
- ✓ Easy-to-learn Quiz system, in place of text-based classroom training
- ✓ Active Sync mechanism based central reporting system provides real-time information
- ✓ Different type of reports to assess the sales reps product knowledge
- ✓ Helpful for incentive/appraisal of reps.

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