

MR Reporting[®]

(A Product of E-TECH Services Pvt. Ltd.)



E-TECH
SERVICES PVT. LTD.

ALL IN ONE SOFTWARE

Mobile App



- Fast, Easy to use Interface.
- Works offline when Internet is not available.
- GPS - Gives GPS coordinates of REP's location.
- Tracks location, Battery life, GPS Status etc.
- Works on any android phone.

E-Detailing - Smart & Prestigious.

- Eliminates traditional Visual Aids.
- Completely Integrates 'Product Detailing with Daily Call Reporting'.
- Reduces data entry workload of field force through built-in mobile App.
- Keeps tab on product preferences of Doctors.
- Attracts Doctor's attention with colorful HD videos & images.
- Builds a very positive impression of the company.



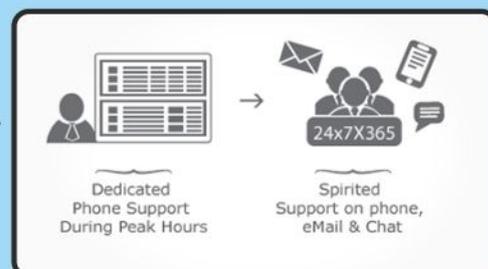
Closing Gap Between Planning & Execution



- 'Total Transparency' of interpersonal communication.
- 'Effective Monitoring' mechanisms to track the Sales & Marketing plans.
- 'Faster Execution' of 'Marketing Strategies in Field'. Reduces gap between 'Planning & Execution'.
- 'Efficient Tracking' of MR assignments and activities; e.g. tour plans & program deviation, to doctor call itinerary and actual visit frequency, allotted sales target and achievements, marketing plan and its execution

24x7 Dedicated Support

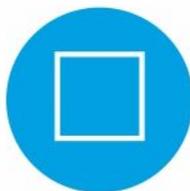
- 'An Account Manager' is appointed to service the client .
- 'Round The Clock,' high spirited 24x7x365 full-on support.
- 'Dedicated Team' ensures glitch free, seamless running of the software.
- 'Online Solutions' for queries of field force, if they were to arise.
- 'Knowledge Based Software suite' drives the client Support Team.



In Effect, M R Reporting Becomes Your Default Profit Centre

Unique features of E-Tech's MR Reporting Software

- User Friendly Interface, Saves Time, Cost & Paper.
- Android based Mobile App with GPS location tracking.
- Each doctor/chemist visit and route location is tracked and displayed on map
- Mobile App works even if no internet is available.
- E-Detailing App helps reduce cost of printing Visual-Aids.
- DCR (Daily Call Report) can be submitted anytime and from anywhere.
- Doctor Calls, Product detailing, Samples and Gifts information can be submitted simultaneously with ease.
- Misc. Expenses, Chemist POB and Stockist visits are also recorded.
- Checks and validations are maintained to ensure timely submission of DCRs.
- Gifts and sample distribution status and tracking records always remain up-to-date.
- Automatic Generation of Monthly Expenses Report
- Sales data capturing and analysis.
- Consolidated Stock and Sale Reports for Managers and Administrators
- Integrated with MR-KnowIT Pharma ERP software to get instant updates of Primary Sales and Stock-In-Transit
- Approval Management System for approving DCRs, Expenses, Leaves, etc.
- Internal Mailing System: Mail can be sent to all staff, with there Name, no mail Id required.
- Doctors & Chemist visit analysis.
- Target Vs Achievement Analysis with Graphical Reports
- Automatic calculation of Target vs Primary Vs Secondary Sales.
- Ease of sending Bulk SMS to Field Staff, Doctors, Chemists, Stockists.
- Personalized URL with Company Name, Like (www.abclabsreporting.com).
- Client Logo will be incorporated on all pages.
- Easy to understand Training Manuals to help users understand the application



Finally, A Pharma Software That Means Perfect Business Sense

WHY MR REPORTING?



MR Reporting is a dedicated cloud based pharmaceutical CRM solution that actually increases "Sales Force Effectiveness" by over 30% and reduces 'Operating Cost' by over 80% which finally translates into higher revenue generation from existing sales and marketing infrastructures. It also plays a vital role in building devoted relationships of the company both with Doctors and Chemists. In effect, MR Reporting CRM actually becomes your 'Default Profit Centre'.

ABOUT E-Tech



E-Tech Services Pvt. Ltd. is a leading IT Solutions Company based in New Delhi and Gurgaon (Haryana). Founded in the year 2000, E-Tech today is among the premier IT consultancy firms delivering online solutions dedicated to pharmaceuticals, healthcare and development sector.

E-Tech is ISO 9001:2008 Certified Company. It conforms to international quality standards in designing, development, implementation and maintenance of software solutions.

Our Esteemed CLIENTS



**APPLE
THERAPEUTICS**



**CLINTON
HEALTH ACCESS
INITIATIVE**



**WINDLAS
Biotech Ltd.**
A WHO-GMP Certified Company



**CRESCENT
formulations pvt.ltd.**



**MEYER
VITABIOTICS**

BestoChem Formulations (I) Ltd.
COMMITMENT TO HEALTH

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Behind Tee Emm Petrol Pump,
Opp Hotel Ashoka Regenta,
Chandigarh Ambala Road,
Zirakpur, Punjab

Pune Office :

SYS LOGIC OUTSOURCING PVT LTD
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Property No. 562/1, Sr No. 167/7/1,
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