



Santen Establishes the SAIN Sales Force Automation System

**The system will enhance the quality of MR activities and proposals
by effectively sharing information companywide**

September 18, 2003 – Santen Pharmaceutical Co., Ltd. (President: Takakazu Morita; headquartered in Osaka, Japan) and NEC (President: Akinobu Kanasugi; headquartered in Tokyo, Japan) announced that Santen has developed and launched a Sales Force Automation system and named it Santen Activity Improved Navigator (SAIN). The system will centralize the therapeutic needs of healthcare professionals and enhance the quality and efficiency of medical representatives' activities. NEC carried out the technological development and customization of SAIN.

Santen specializes in ophthalmic and anti-rheumatic pharmaceuticals, in which it boasts number-one position in the Japanese markets*. SAIN makes it possible for Santen's approximately 400 MRs, staff in research and development, marketing and administration, as well as surgical representatives to effectively share information. In addition, SAIN is designed to help increase customer satisfaction by better understanding the various needs of healthcare professionals and support MR activities based on their needs.

The main features of SAIN are as follows:

1. SAIN enhances the quality of MR activities and proposals by centralized management of information

- MRs will record their daily activities, physician's interests, as well as therapeutic trends at clinical sites in a database that maintains information on products, scientific developments and physicians' needs.
- Since it is possible for several divisions and their MRs to share information in the database, such as customer needs, SAIN makes it possible for different MRs in different divisions to respond consistently to each healthcare professional.
- The mobile system using notebook computers will increase the time MRs spend on visiting medical institutions.
- As a result, the system will increase MR's abilities to provide information tailored to the needs of healthcare professionals.

2. SAIN helps develop plans according to the needs of each healthcare professional and supports steady implementation of these plans

- The system facilitates the development of plans tailored to the needs of each healthcare professional and medical institution. SAIN will also manage MR activities to check whether they meet company objectives or how much progress has been made towards achieving the plans.
- Santen can better understand the changes in therapeutic needs and competitive trends from the daily activity information recorded in SAIN, and can swiftly reflect these changes in its plans, thus enabling the company flexibility in its promotional activities.
- SAIN is uniquely able to support MR activities and proposals suited for each physician's needs, not just for each medical institution.

The environment surrounding Santen's prescription pharmaceuticals business is becoming increasingly competitive due to factors including government measure to restrain healthcare costs and the resulting market slowdown; enhanced activities of foreign and other major pharmaceutical companies in market; and the increasing presence of generic drugs. Santen decided to introduce SAIN to further develop its existing strength in meeting customer needs and reinforce its position as the market leader. By utilizing SAIN, Santen aims to become the number-one company in customer satisfaction in the field of ophthalmology and rheumatoid arthritis treatment that is recognized by healthcare professionals in respective fields. Santen believes the enhanced abilities to provide accurate, timely and high-quality information to healthcare professionals will contribute to the treatment and increased quality of life of patients.

Thanks to the introduction of SAIN at Santen, NEC will enhance its reputation as the customer relationship management solution provider to the pharmaceutical industry. In addition, NEC will actively promote IT-Network integrated solutions by effectively combining network infrastructure system and application systems/solutions according to the type of businesses and industries.

For a snapshot of SAIN, please see the attached diagram.

(*)Based on the market shares for the year ended March 31, 2003: approximately 40% of the prescription ophthalmics market and approximately 30% of the prescription anti-rheumatic pharmaceuticals market. (Source: Santen Pharmaceutical Co., Ltd.)

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Image of "SAIN"

