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**FOR IMMEDIATE RELEASE:**

**PharmaMetrics Integrates QlikView Applications into their Analytics and Reporting Software**

January 21, 2010 - Fort Washington, PA - PharmaMetrics, Inc., a leading provider of pharmaceutical contract management consulting, software and operational support, today announced its partnership with QlikTech, the world's fastest-growing Business Intelligence (BI) company.

As businesses look for new ways to increase service levels, reduce operational costs and improve productivity, deriving insight from business data is a key growth driver. QlikTech's award-winning business analysis solution, QlikView, is a whole new class of business intelligence software that puts business users in control, lets them explore their data with unprecedented freedom, and get the answers they need to take immediate action.

The PharmaMetrics suite of analytics and reporting tools is unparalleled in the field of Managed Markets. "Our clients are used to having their managed markets contract data available to them fast and efficiently. This capability is key to the success of our business" comments PharmaMetrics' CEO, John Still. By integrating the QlikView solution to their already strong analytics and reporting programs, PharmaMetrics will further enhance the analytics experience for their clients to ensure that data is accessed even faster, with greater ability to customize their data views."

PharmaMetrics utilizes QlikView, QlikTech's flagship BI product, to help their clients quickly and easily access information across databases and construct enterprise performance dashboards to help them make more informed business decisions. "Being that we were first to market in the field of managed markets analytics software doesn't mean that we can stop changing and improving our offering to the software community" says Still. "We chose to work with QlikTech because their technology gives us the ability to greatly enhance the analytics and reporting capabilities of our existing suite of products."

Peter McQuade, Vice President of Alliances for QlikTech, commented, "What impresses our organization about PharmaMetrics is how well versed they are in managed markets analytics. We wanted to deepen our footprint in this area and our alliance with PharmaMetrics will help us to achieve that."

**About PharmaMetrics**

PharmaMetrics is a leading provider of pharmaceutical contract management software, outsourced contract processing and managed markets consulting services. For over 10 years, PharmaMetrics has been helping clients negotiate more profitable deals, automate existing contracting processes, and track contract performance. The net result is improved contract revenues and reduced operating costs. PharmaMetrics' unique approach to pre-deal analytics,

post-deal analytics, and formulary compliance provides a recommended discount level across a portfolio of accounts in a format that is easy to use. For more information, please visit [www.pharmametricsinc.com](http://www.pharmametricsinc.com).

### **About QlikTech**

QlikTech pioneered in-memory Business Intelligence on the idea that meaningful analysis belongs in the hands of people who need information, when they need it. Its QlikView product enables users to easily explore their data without limits, providing them with answers to their business questions. Unlike traditional Business Intelligence, QlikView can deliver immediate value with payback measured in days or weeks rather than months, years, or not at all. It can be deployed on premise, in the cloud, or on a laptop or mobile device—from a single user to the largest global enterprise. QlikTech has more than 12,000 customers in 95 countries and over 800 partners worldwide. For more information, please visit [www.qlikview.com](http://www.qlikview.com).

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