

Dendrite introduces India-specific pharma solution

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US-based Dendrite International is introducing its web enabled sales force solution exclusively designed for Indian pharmaceutical industry. The company hopes that the product "Mobile Intelligence", which was developed after discussions with Indian pharma majors, would enhance the efficiency of medical representatives and other sales personnel in the industry. This product has been designed at the company's technology resource center in Bangalore. The company's senior VP and CTO Garry Johnson said, "The Indian market offers a lot of opportunity for us since there is no other similar product that is available in the market." Dendrite International's director Marc Kustoff said that the price point was consistent with the Indian market. "While we follow a licensing model in other countries, here we follow a rental pricing model," he added.-
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