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FOR IMMEDIATE RELEASE

Synergistix Named Major Life Science CRM Provider by IDC Health Insights

Sunrise, FL – November 13, 2013 – Synergistix, a leading provider of customer relationship management (CRM) solutions for Life Sciences, has been named a "major player" among CRM providers delivering cloud-based solutions in the Life Sciences space, according to IDC MarketScape. IDC's study, the *Worldwide Life Sciences CRM Software 2013 Vendor Assessment,* evaluates only the major CRM solution providers.

The study, designed to provide guidance to Life Science companies when evaluating a CRM upgrade or replacement, evaluates vendors who are best positioned to gain market share over the next few years. Synergistix ranked highly for its ability to meet today's industry and regulatory needs and its focus on strategic market planning for the years to come, securing and validating the organization's position as a leading CRM provider.

IDC states, "Synergistix CRM software ranks among the best available for user interface design and ease of use, and the company is ranked extremely high by its customers for account management and customer support." CRM systems are designed specifically to help better automate, simplify and advance sales rep capabilities. According to IDC, "Synergistix does so by offering both multitenant and dedicated SaaS deployment options, and its CRM software runs well on both a laptop and a tablet PC, including iPad, Android, and Windows 8."

"Synergistix is honored to be recognized as a major player by IDC MarketScape," says Don Schenker, President and CEO of Synergistix. "We remain committed to the commercial success of Life Sciences companies and will continue to enable them to build strong customer relationships and highly effective sales teams."

To view the IDC MarketScape findings, visit www.syncrm.com/IDC.

About Synergistix: Since 1997, Synergistix has enabled life sciences companies to build strong customer relationships and highly effective sales teams with its end-to-end customer relationship management solutions. Its Customer Analysis and Targeting System (CATS) Software Suite expertly combines field-based data capture, management reporting and sample accountability services to deliver a state-of-the-art, PDMA-compliant solution for automating, managing, and monitoring sales force activity. For more information, visit www.syncrm.com.

About IDC: International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy.

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