How to **Leverage Information Assets** for Growth and Competitive Advantage
What Our Customers Say

“WebFOCUS supports portal functionality and multi-tenancy, right out of the box. [It] lets us share a foundational code base among many clients, yet tailor and customize unique solutions for each of them. It also allows us to on-board new clients very quickly.”

Stephen Jenkins
Technical Director
Mercurial

Continued investment in our enterprise-reporting infrastructure demonstrates our commitment to helping clients make better, faster, and more informed decisions about their clinical trials.”

Nicholas Richards
Vice President, Patient Direct
PAREXEL Informatics (formally Perceptive Informatics)

“RainTree analytic applications enable cancer researchers to trace the complete oncology patient history, from the time of initial diagnosis to the present day. Authorized users can see every therapeutic and supportive care drug that patients receive and compare them to specific lab results as they monitor disease progressions.”

John Dempsey
President of Pharmacy Services
RainTree Oncology Services

“iWay has automated the company’s claims and payment processes, delivering substantial time savings and operational efficiencies for hundreds of thousands of claims per year.”

Daniel Eliasoff
Director of Software Development
LifeWatch
Pharmaceutical manufacturers, distributors, and retailers, as well as clinical research, life sciences, and biotechnology firms face unique obstacles. They must balance the demand to comply with increasingly rigid regulatory pressures and address safety and environmental concerns with risk-laden research and product development cycles, the need to maximize manufacturing efficiency, and growing competition from generic brands.

The 3i’s from Information Builders – our market-leading intelligence, integration, and integrity solutions – help pharmaceutical companies tap into their wealth of information to streamline key operations and enhance decision-making across their entire business. This, in turn, allows them to stay one step ahead of vital industry trends, improve the results of research efforts, enhance product safety and quality, increase the efficiency of administrative activities, and minimize overhead expenses.

With Information Builders, organizations can bring together their information assets and leverage them for competitive advantage. Our solutions empower pharmaceutical, biotechnology, life sciences, and other companies to:

- Unify disjointed clinical and operational systems and information across multiple products and brands
- Achieve complete visibility into clinical trials, manufacturing, quality control, and other important functions
- Control budgets, manage funding and research grants, and accurately forecast revenues and profits
- Ensure adherence to FDA guidelines and other regulatory requirements by providing comprehensive reports, complete with high-quality data, about drug trials, insurance claims, and more
- Track sales activities and related outcomes
- Accelerate mergers and acquisitions by enabling the efficient integration of disparate technology environments
- Increase the effectiveness of marketing, research, and other programs
- Create consistent, single mastered views for drugs, suppliers, and customers
Mercurial’s MiPortal platform, built on WebFOCUS, is a SaaS solution that provides business insight to medical, pharmaceutical, and life sciences organizations.

WebFOCUS business intelligence and analytics solutions from Information Builders make the information locked in disparate systems more readily available, so pharmaceutical companies can enable faster, better decision-making across the organization. With a greater understanding of sales and marketing, contract management, research and development, customer care, and other activities, pharmaceutical companies can respond instantly to marketplace and consumer trends, optimize product quality, adhere to regulatory guidelines, and boost competitive advantage.

WebFOCUS offers the capabilities that pharmaceutical companies need to transform enterprise information into vital insight that drives better business performance:

- **Advanced analytics**, such as data visualization and enterprise search, allow users at all levels to interact with clinical and operational data to uncover patterns, trends, relationships, and anomalies.
- **Intuitive InfoApps™**, interactive, purpose-built BI applications, provide fast, easy answers to important questions and concerns, in a convenient app store-like environment.
- **Predictive analytics** improve forecasting accuracy to enhance demand planning, production capacity, and other important operations.

- **Social media analytics** make it easier to understand consumer behaviors, track market trends, and assess the effectiveness of campaigns.

- A comprehensive **Performance Management Framework (PMF)** helps define and measure key performance and quality metrics across the organization.

- **Mobile BI and analytics** allow any user to interact with any information from any smartphone or tablet.
Customer Success With Business Intelligence and Analytics

**Covidien UK** – Efficient delivery of information to more than 300 sales reps in the field was a top priority for Covidien UK, a leading provider of innovative surgical, medical, respiratory, and imaging products for the healthcare industry. With WebFOCUS, those reps now have instant access to up-to-the-minute information about 12,000 offerings, making them more productive while reducing total cost of ownership.

**GlaxoSmithKline** – Employees at this leading manufacturer of pharmaceuticals and consumer healthcare products were lacking a user-friendly reporting and analytics environment. With the help of Information Builders, a sophisticated, yet intuitive reporting system was implemented to support key operations across the organization, including customer service, accounts receivable, sales, distribution, manufacturing, and planning.

**Provider of Hospice, Palliative Care, Medication Management, and Pharmacy Services** – The mail order pharmacy sector is a competitive one, and as the first to specialize in end-of-life medications, this leading company needed to provide better information to hospice customers. A WebFOCUS-powered customer-facing portal allows hospice organizations to better manage their expenses by analyzing what medications doctors and locations are ordering for their patients. Internally, WebFOCUS will be leveraged to assess the profitability of different hospices, create custom formulary mixes based on hospice needs, and improve service by tracking call handling time in the contact center.

**Life Sciences Industry Leader for Quality Management and Control** – This leader in quality management and control reduces risk and improves safety for 43 of the top 50 pharmaceutical companies. WebFOCUS InfoAssist was seamlessly embedded into its solution to provide advanced ad hoc reporting functionality to end users. These new capabilities give the company a competitive edge in its market.

**Mercurial** – This consulting and services company empowered its life sciences clients to better formulate sales force strategies, identify commercial risks and opportunities, and increase the quality and velocity of sales and marketing decision-making through the use of InfoApps. These InfoApps contain analytical and forecasting capabilities that allow users to perform deep analysis of their sales, marketing, and distribution activities, and coordinate the efforts of large sales teams.

**Multi-National Chemicals and Biotechnology Company** – Based in Switzerland, this organization produces products and services for pharmaceutical and life sciences companies. Its existing Excel-based approach to reporting didn't satisfy the need for real-time information and mobile BI delivery. WebFOCUS was implemented to support BI requirements on an enterprise scale.

**One of the Largest Distributors of Pharmaceutical, Dental, and Medical Supplies** – This provider of healthcare products and services to the medical, dental, and veterinary industries uses WebFOCUS to support a management dashboard. This intuitive dashboard provides several hundred users with a snapshot of supply chain activity.
PAREXEL Informatics (formally Perceptive Informatics) – To continue to supply superior support services to pharmaceutical companies in the midst of clinical trials, the company built the Randomization and Trials Supply Management (RTSM) application with WebFOCUS. RTSM provides real-time reporting on all aspects of clinical trial activity, from the perspective of both patient activity and supply chain forecasting. Sensitive trial data is kept fully protected with stringent user-level data privacy rules built right into the environment.

Provider of Pharmaceutical and Biotech Brands Creation and Logistics Support Services – This provider of prescription processing, clinical support, reimbursement support, warehousing and distribution, and other pharmacy and brand services created a self-service reporting application for its major pharmaceutical customers. Clients have access to capabilities for inventory tracking and optimization, resource deployment, and case/sales tracking. This functionality has proven to be a competitive differentiator and is expected to increase loyalty and retention.
Enhancing Pharmaceutical Performance With Integration and Data Integrity

Clinical Research Dashboard for document collaborations and consolidated progress reporting, i.e., study costs, initiations visits, adverse side effects, etc.

iWay integration and integrity solutions help firms in the pharmaceutical and biotechnology markets to manage their data for maximum competitive advantage while leveraging their technology infrastructure. With iWay, companies can take advantage of a comprehensive, cost-effective solution for any integration, data quality, and master data management need.

- A comprehensive integration framework unifies all data – even big data – regardless of its source or location, for a comprehensive view of enterprise information
- Powerful B2B automation solutions eliminate error-prone manual activities, improve collaboration with partners, and make critical workflows more efficient and accurate
- Data quality management optimizes information integrity across all systems by proactively preventing bad data from entering the environment
- Master data management delivers a single 360-degree view of key entities – such as products, employees, customers, and partners – that can be created and shared among all data sources
- Comprehensive data governance tools help retain full control over how data is created, handled, stored, managed, and shared
European Life Sciences Contract Research Organization – This provider of comprehensive research, pharmaceutical, and clinical development services needed to streamline processes and respond more rapidly to customer demands after a period of strong sustained growth. A strategic B2B integration platform, with iWay as the backbone, helped to ease the replacement of various IT systems with new Oracle ERP applications, while enabling full integration of those Oracle applications with an IVR/IWR platform and enhancing operations between the company and its trading partners. With the help of iWay, this organization has achieved end-to-end automation for submission of orders, kit selection, dispatch, shipment, fulfillment, and all associated processing.

IPC – The largest group purchasing organization for independent pharmacies in the U.S. uses iWay to seamlessly integrate important pharmaceutical data with its back-office information systems, facilitating complete adherence to FDA standards for curbing drug counterfeiting. IPC can now manage, route, and store electronic documents that detail the chain of custody for each bottle of pharmaceuticals as it passes through warehouses, including all pertinent dates, the names of each party involved, and the addresses of key transactions.

LifeWatch – This leading national ambulatory health monitoring services company needed to comply with governmental requirements to support new EDI standards for medical claims processing, or face fines and payment delays. iWay integration solutions are now helping the company to manage claims processing with more than 10 different claims clearinghouses, each with its own unique trading partner agreements. As a result, LifeWatch dramatically reduced manual effort for hundreds of thousands of annual claims, achieving compliance with new HIPAA standards.

One of the Largest Privately-Held Specialty Pharmacies in the U.S. – When this organization required a major application rewrite to support new customer demands and existing customer growth initiatives, it turned to iWay Service Manager. iWay is used to meet messaging and integration requirements and enable application decoupling. It allows the company to manage and monitor partner communications and service level agreements (SLAs) while applying security and an audit trail of all inbound and outbound interactions.

RainTree Oncology – The nation’s leading community oncology alliance leveraged integrity, integration, and intelligence technologies to create an aggregated data management and analytic platform that allows members and customers to develop and evaluate care pathways to improve patient care and outcomes while reducing costs. An aggregated data set, which provides critical data elements on utilization of oral, injectable, and infusible oncology medications, along with access to claims adjudication, pharmacy dispense data, and selected lab data, represents the nation’s largest footprint of community oncology information. This evolving data warehouse and the related analytics enable researchers to follow the complete patient journey from time of diagnosis to the present day.
Information Builders helps organizations transform data into business value. Our solutions for business intelligence (BI) and analytics, integration, and data integrity enable smarter decision-making, strengthen customer relationships, and drive growth. WebFOCUS, iWay, and Omni products work together to seamlessly cover all your information needs.

**Intelligence**
The WebFOCUS BI and analytics platform delivers rich, consumable, interactive information to the widest range of users.

**Integrity**
The iWay Data Quality Suite and Master Data Management Suite enable profiling, analysis, merging, managing, and cleansing of data from any source – structured or unstructured. Omni applications enable a single, complete strategic and operational view of key business services.

**Integration**
The iWay Integration Suite is the most flexible and agile integration foundation available, providing interoperability between disparate systems and data for faster time to market on IT and business initiatives.
Intelligence, integrity, and integration solutions help our customers seamlessly navigate the full spectrum of information management for sharper insights and fact-based decision-making.

To learn more about how intelligence, integrity, and integration can collect, consolidate, and leverage critical data, visit our online Life Sciences Resource Center at informationbuilders.com/solutions/life_sciences.
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