

**** MEDIA ALERT ****

WHAT: Pharma executives, IT leaders and IDC analysts gather at inaugural "Life Sciences Technology Insight" summit

WHERE: Loews Philadelphia Hotel, Philadelphia, PA

WHEN: September 14-16, 2008

HIGHLIGHTS:

- Life Sciences Technology Insight, an executive summit focused on the new generation of technologies to support the R&D and commercial activities of life sciences organizations, made its debut before an audience of pharmaceutical IT executives, solution providers and thought leaders. The inaugural event was produced by PPM Media with IDC's Health Industry Insights as content partner.
- Attending IT and business executives included many Top 25 and other major pharmaceutical organizations Pfizer, Merck, Wyeth, Roche, Bristol-Myers Squibb, AstraZeneca, Novartis, Johnson & Johnson and more.
- Vendor sponsors conducted case study presentations, one-on-one meetings and industry panels with attending executives. Sponsors included IBM, HP, Microsoft, Adobe, Satyam, Dell, Medidata, Patni, Tata, DecisionView, Intelligroup, KineMatik, and Synapse Analytics.

Among the vendor product announcements and focal points at the summit were:

- HP – Data center virtualization solutions with broad announcement on new capabilities; HP is now authorized as CDISC Registered Solution Provider; EDS acquisition and integration. (Contact: Margie Sherlock at margie.sherlock@hp.com)
- ADOBE SYSTEMS – LiveCycle ES for EDC within clinical trials, capturing information for electronic submissions and support for SAFE-Bio-Pharma. (Contact: Melonie Warfel at Adobe Systems)
- INTELLIGROUP, INC. – Business Process Optimization/Improvement as a pre-cursor to technology-based services and solutions such as Application Management & Support, implementations, rollouts and upgrades; eSOA based solutions to integrate ERP within Life Science specific applications such as LIMS and CTMS. (Contact: Sanjiv Shah at sanjiv.shah@intelligroup.com)
- MEDIDATA SOLUTIONS – Medidata Rave® industry leading EDC and clinical data management management solution; Medidata Designer® cutting edge protocol authoring and study build tool; Grants Manager & CRO Contractor for clinical financial benchmarking using Picas® database. Medidata also presented findings of a study conducted with Tufts University to demonstrate actionable metrics for protocol complexity benchmarked against the Picas database of over 25,000 protocols and the IT concept necessary to improve operational excellence. (Contact: Susan

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- DECISIONVIEW – StudyOptimizer, the industry’s first solution to enable faster and more predictable clinical trial enrollment, allowing organizations to finish trials on time and on target. (Contact: Gonzalo Castro at gonzalo.castro@decisionview.com)
- KINEMATIC – Latest release of eNovator product suite, highlighting the electronic lab notebook and project portfolio management modules. (Contact: Dean Misenhimer at Kinematic.)
- Industry panels included an “Enterprise Vendor Discussion” that brought together the life sciences leaders from IBM, HP, Microsoft, Adobe and Dell; and a panel on “Global Outsourcing” featuring executives from Satyam, Patni, Tata, Intelligroup and IBM.
- For more information on Life Sciences Technology Insight 2008, contact Peter Gordon of PPM Media at 603-668-7143 or peter.gordon@ppmmedia.com