



BIO Community Offers SUPPORT IN A CHALLENGING CLIMATE



Now, more than ever, networking and partnering are vital for growing biotech businesses, says Robbi Lycett of BIO.

The Biotechnology Industry Organization (BIO) has launched the BIO Community (community.convention.bio.org) to provide free resources to biotechnology leaders and professionals in an effort to help them overcome the challenges currently facing the industry.

The BIO Community grants individuals access to free podcasts, articles, the BIO event planner, and the BIOConvention Twitter channel, as well as connections to colleagues via myBIO.

The community also gives members the ability to create virtual BIO community badges and place these on their own LinkedIn or Facebook page

or to use with other social media tools.

BIO tapped the resources of digital marketing firm r2integrated.com for the community tools development.

"BIO is pleased to launch a Website dedicated to providing opportunities for executives to make deals," says Robbi Lycett, VP of conventions and conferences at BIO. "Now, more than ever, networking and partnering are vital for growing biotech businesses."

In addition, BIO Community recently hosted a contest — Be the Buzz of BIO. Four companies won a complementary registration to the annual convention. The winners included: Biobide, Impact Systems, Koronis Pharmaceuticals, and Zanda Technologies.

The BIO Community grants access to free podcasts, articles, the BIO event planner, etc.

Symyx Grants ACCESS TO MOLECULE INFORMATION

Symyx Technologies has released DiscoveryGate Web Service, which provides programmable access to the DiscoveryGate content platform, enabling more efficient research and reducing total cost of ownership by delivering up-to-date chemistry and property information directly to scientific software applications.

The service accelerates scientific workflows, decision making, and productivity in R&D by giving scientists 24/7 access to current chemical sourcing, molecular property, synthetic methodology, bioactivity, and toxicology information from Symyx and participating content providers.

"DiscoveryGate Web Service provides platform-independent, remotely hosted scientific content for direct consumption by our customers' internal applications and services, as well as Symyx software applications," says Trevor Heritage, Ph.D., president of Symyx Software. "For the first time, we are realizing the promise of the content-in-context approach, saving time, reducing total cost of ownership, and



For the first time, we are realizing the promise of the content-in-context approach, saving time, reducing total cost of ownership, and facilitating informed decisions, says Dr. Trevor Heritage of Symyx Software.

facilitating informed decisions by routing real-time information directly to in-house applications already in use by scientists with reduced IT overhead."

In addition to delivering content to customers for use in their own in-house applications, the DiscoveryGate Web Service also provides a content platform for delivering context-relevant information to Symyx Notebook; the Symyx Isestris data access, analysis, and decision support system; and to the next generation of the DiscoveryGate content platform currently in development.

In other news, Symyx has released an updated version of Symyx Notebook that supplements existing functionality for analytical chemistry research and biology with Symyx's chemical representation, chemical reaction, and compound registration capabilities. Symyx Notebook 6.2 also includes essential chemistry information, enabling scientists to access current chemical sourcing, molecular property, synthetic methodology, bioactivity, and toxicology information from Symyx and participating content providers in the context of laboratory workflows.

ClearOrbit, EntComm Partnership Extends SUPPLY CHAIN CAPABILITIES

We're working with large companies that have thousands of partners worldwide that are challenged by disparate systems across internal operations, says Warren Summer of ClearOrbit.



ClearOrbit's global presence, combined with our industry-specific knowledge in supplier collaboration solutions, make for a winning combination for our customers, says G. Satish of EntComm.

A recently created strategic partnership between ClearOrbit and EntComm combines ClearOrbit's supplier collaboration capabilities with EntComm's software-as-a-service (SaaS) architecture to enable large organizations to streamline collaboration processes and provide rapid supplier onboarding and integration to mission-critical procurement processes.

"Our partnership with EntComm enables us to provide customers with an enterprise collaboration solution that leverages SaaS to automate procurement processes and integrate suppliers more easily and rapidly than ever before," says Warren Summer, general manager, enterprise software group, at ClearOrbit.

Through sophisticated integration capabilities and intuitive design, ClearOrbit and EntComm expect they will enable companies to reduce the time and effort required to get suppliers, customers, and partners up and running by 70%, resulting in faster deployment and a quicker return on investment in the first year. Both on-premise hosting and the SaaS model applications are available for ClearOrbit and EntComm customers.

"ClearOrbit's global presence and expertise and success in supply-chain execution, combined with our industry-specific expertise in supplier collaboration solutions, make for a winning combination for our customers to achieve hard dollar savings each year," says G. Satish, partner, EntComm.

The partnership helps reduce the time and effort required to get suppliers.

Spigit Helps Transform **IDEA DATA INTO PROFITABLE INNOVATION**

Spigit's recently launched InnovationSpigit 2.0 is an innovation management platform designed to help nurture enterprise innovation with a complete social networking-style community environment that encourages employees across the enterprise to contribute ideas, offer feedback, and evaluate concepts that help foster more effective and efficient decision making.

The platform employs game-theory reputation and ranking, currency and asset management, trading markets, and incentive and rewards modules to encourage participation among employees. The system can be expanded to solicit input from customers and suppliers as well.

InnovationSpigit leverages popular social-media style features to increase R&D efficiency, improve employee morale, and increase loyalty, including collaboration tools such as idea category sorting, discussion forums, wikis, blogs, posts, reviews,

and approvals. Advanced administration and metrics customize the platform to meet specific needs and better identify and measure community value, while currency management modules recognize and reward the best contributors, providing a fun and rewarding incentive to return and use the system in depth.

The platform also makes use of surveys, polls, contests, and challenges to quickly engage innovation communities, gather opinions, and drive participation.

"By coordinating the idea-generation process, decision makers are able to cut through the clutter to extract critical ideas and discover experts in places where they may have least expected them," says Paul Pluschkell, CEO and founder of Spigit. "Fostering a culture of innovation allows companies to systematically gain insight into the potential for success or failure of an initiative. Early detection of possible failures can be just as critical as harnessing new opportunities."

Follow up

THE BIOTECHNOLOGY INDUSTRY

ORGANIZATION (BIO) is the world's largest biotechnology organization, providing advocacy, business development, and communications services for more than 1,200 members worldwide. For more information, visit bio.org.

CLEARORBIT offers real-time supply chain execution solutions that improve the

speed, visibility, and control of extended manufacturing and distribution supply chains. For more information, visit clearorbit.com.

ENTCOMM provides software solutions and services that enable businesses to rapidly automate and extend lean processes into their supply chains. For more information, visit entcomm.com.

SPIGIT is a developer of social productivity

software for enterprises seeking to drive innovation and empower decision makers.

For more information, visit spigit.com.

SYMIX TECHNOLOGIES INC. provides information management services to companies in the life-sciences, chemicals and energy, and consumer and industrial product industries. For more information, visit symyx.com.



Effective Business Development for Clinical Trial Service Providers

Gaining New and Repeat Business by Providing Superior Quality and Ensuring External and Internal Client Satisfaction

CONFERENCE SPONSOR:

TTC_{.llc}

July 14-15, 2009 • Hyatt Regency • Washington DC

WITH SUPPORT FROM:

ACRO
ASSOCIATION OF CLINICAL RESEARCH TRANSPORTERS

A Must-Attend Conference for Clinical Trial Service Provider Business Development Professionals and any Colleagues with Customer Contact:



PHARMSOURCE

- Project Managers and Clinical Operations professionals in the delivery role at providers
- VPs of Clinical Operations and Therapeutic Area Heads who engage in designing partnership strategy
- Strategic or Key Account Management professionals

Save 10% on your registration by entering discount code: **P226PVAD**

Pharma**VOICE**

HIGHLIGHTS INCLUDE:

- C-Level Expectations of Selling Clinical Trial Services in the New Industry Environment
- Adding Value in Challenged Times: How Outsourcing Leaders Have Thrived in other Industries

Co-located with ExL Pharma's 4th Trial Design Innovation conference with shared networking breaks and luncheons



Ludo Reynders, PhD
President and CEO
AAI PHARMA



Todd Hintze
Managing Principal
Healthcare Practice,
EVEREST GROUP



Richard Kabrt
Associate Principal,
EVEREST GROUP

www.exlpharma.com/bizdev