

Intellectual Capital Management For Life Sciences Enterprises

Pharmaceutical and biotechnology companies are under stress to bring drugs to market quicker; to maximize their return on each new drug introduced to the market; to comply with stringent government regulations; to understand the impact of patent expiration on their drug portfolio; to respond to competition from other pharmaceuticals and generic drugs. The challenges facing pharmaceutical and biotechnology companies are more complex than ever; and the need for timely well informed, strategic business decisions is urgent.

The Challenge

In the pharmaceutical industry, there is a need to make timely, well-informed, strategic business decisions in order to:

- maintain a competitive edge globally
- evaluate companies that might be appropriate partners, or merger and acquisition candidates
- monitor the competition and their current research or product in therapeutic areas and its impact
- continue, pursue, or terminate projects (compounds/molecules/devices)
- identify trends and new opportunities such as different or novel ("off-label") uses for existing products
- research recalls and adverse effects to see how it affects existing products
- stay in touch with industry events and local opinion.

The Solution

Verity, the recognized market leader in enterprise search, and Raritan Technologies, a leading custom

software solutions provider, have partnered to develop a competitive intelligence solution, PharmaCI, that allows pharmaceutical and biotechnology companies to collect, organize and analyze information from internal and external resources to obtain market and competitive updates so as to maintain their competitive edge in the industry.

Key features of the solution include:

- Continuous update of information from selected web sites and online news sources.
- Data automatically classified by subject area using advanced search rules.
- Advanced search and browse capabilities featuring Verity's relational taxonomies.
- Graphical reporting tools to provide instant visualization of key information trends.
- Ability to save queries, set alerts, and to share queries within a work group.
- Advanced highlighting provides rapid insights into document relevance.
- Role-based views focus on information relevant to a particular job function.
- Hot links to latest news articles filtered by user's area of interest.

Integrated Full Text Search

With Verity K2 Enterprise, users can combine and search information that resides inside and outside of the enterprise. Once indexed into Verity both the full text and associated metadata for documents can be searched and retrieved; and the most relevant information is returned to the user. PharmaCI allows expert searchers to save and share the most focused searches so other users can use them later.

Classification and Navigation

Anyone who has searched the web or has used ‘basic search’ products knows the problem – you get hundreds of results and the information you are looking for may or may not be relevant. Verity takes advantage of the structure and hierarchy of your enterprise content and presents it as a set of categories that are *relevant to your query*, thus providing *context* about the query.

A researcher analyzing competitor products can click on a company and instantly see articles about that company and a list of diseases or topics that are mentioned in the articles. Then, without ever doing a search, the user can select the desired subject area and see relevant information.

Role Based Approach

PharmaCI is pre-configured for different roles to accommodate the search needs of different groups (R&D, Sales and Marketing, and Finance) within a pharmaceutical company.

Taxonomy

PharmaCI’s medical taxonomies (from MeSH and Clinical Trials) and business taxonomies (from the Library of Congress) can be focused to match company product lines and allow users to navigate the data easily and intuitively. Commercial or custom taxonomies (like Factiva’s “Company taxonomy”) can be plugged in, if desired.

Fully Supported

Verity and Raritan Technologies have developed this solution as a fully supported, commercial off-the-shelf product. This solution complies with both Verity and Raritan Technologies development standards and will be updated as major versions of Verity K2 Enterprise are updated.

Summary of Benefits

Pharmaceutical and biotechnology companies can implement PharmaCI from Verity and Raritan Technologies to make timely, well-informed, strategic business decisions that will impact your entire organization.

About Verity, Inc.

Verity provides software that enables organizations to maximize the return on their intellectual capital investment. The company’s intellectual capital management (ICM) solutions provide integrated search, classification, recommendation, monitoring and analytics across the real-time flow of enterprise information. These solutions are used by more than 11,500 customers around the world in both the public and private sectors. Verity technology also serves as a core component of more than 260 applications from leading independent software vendors.

About Raritan Technologies, Inc.

Raritan Technologies has delivered application and consulting solutions for many Fortune 500 companies. Raritan Technologies specializes in custom built applications, performance tuning and analysis, knowledge management and Verity Search. Raritan also has a toolkit of reusable components to quickly assemble feature-rich solutions. As a Verity partner, Raritan has access to pre-release Verity products to deliver products with the newest features. A clear vision, focus, and a superb set of tools enable Raritan to meet the most demanding customer needs.

Sales Contact Information

Verity, Inc.

894 Ross Drive
Sunnyvale, CA 94089
www.verity.com

Maya Natarajan
p: (760) 936 4671
e: mnataraj@verity.com

Raritan Technologies, Inc.

51 Cragwood Rd., Suite 308
South Plainfield, NJ 07080

Barry Freindlich
p: 908 668 8181 x10
barryf@raritantechologies.com