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Indispensable Technologies Driving Discovery, Development, and Clinical Trials

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Five Years On, Bio-IT's
smartest executives offer
their strategies for
survival and success. *...In Their Own Words*

Cognos, Inc.

CHAMPIONS 2.0

...In Their Own Words

FIVE YEARS AGO, the inaugural issue of *Bio•IT World* featured a series of introductory interviews with the key executives and evangelists of 60 companies, enabling industry legends and rookie entrepreneurs alike to share their views on the bio-IT industry. To mark our 5th anniversary, we offer the 2007 remix — Champions 2.0! We invited senior executives from 50 outstanding technology providers to answer a few simple questions (see Box). Here was their chance to reflect on their company's survival, their latest technology offerings, and their prospects looking ahead.

On the following pages, we feature 32 of the responses, edited for space. The complete set of unedited answers for all our Champions can be found online at www.bio-itworld.com/champions. (The Champions from March 2002 can also be found in the web archives.)

We use the term "Champions" as much in the sense of "advocate, fighter, and defender" as "winner." And for good reason, since of the companies featured in our first issue, 25 percent (and many more faces) have disappeared or changed. Several others are struggling to overcome ongoing challenges facing platform and tool providers.

A marked change in 2007 is the appearance of a number of eClinical companies, a field *Bio•IT World* now covers in depth, and key partners in expediting the passage of safe drugs. Microsoft, absent five years ago, not only appears but also is cited by several other executives for the expanding influence of its Bio-IT Alliance.

A couple of caveats: first and foremost, we do not claim this to be a scientific sur-

vey, merely illustrative of companies that are succeeding in their respective sectors, or that appear poised to do so. We should also note that a handful of companies we approached declined to participate, citing time constraints or other factors.

Our thanks to all of the executives for their time and cooperation. We trust we will see them — and you — in five years.

Allison Proffitt
Kevin Davies

Champions 2.0 Questions

- How has your company adapted and responded to the changing economic climate in the past five years when so many others companies did not?
- What is your vision for the future of the life sciences market over the next several years?
- What products and services does your company provide and what special capabilities do they offer the life sciences market?
- Partnerships are an effective way to track life science advances and ensure that your company delivers timely products and services. Which life sciences companies or organizations have you partnered with or invested in and why?
- What are your most exciting products and initiatives in development, and how will they improve life science research?
- Where do you see your company in five years?

Complete responses appear online at www.bio-itworld.com/champions

COGNOS

Bill Stevens

Senior Director, Life Sciences Solutions

How has your company adapted and responded to the changing economic climate in the past five years when so many others companies did not?

Regardless of economic climate, organizations will always require innovative IT solutions to address their corporate objectives, be it strategies for growth in good years, or realignment during difficult periods. For IT providers, the key to success is to remain focused on innovation – continuously building and enhancing solutions that facilitate the way organizations do business. Over the past five years, Cognos has made incredible technological advances with its product lines, delivering greater scalability, flexibility and security to life sciences organizations looking to optimize performance.

What is your vision for the future of the life sciences market over the next several years?

Life Sciences companies will always face the intense pressure to deliver new drugs in record time. Given that drug development and clinical trials are becoming more expensive, complex and increasingly regulated, the opportunity is at hand for IT providers to help organizations drive time and cost out of the equation. For companies like Cognos, this means building applications that can deliver greater information access, enable stronger management oversight, and drive better and timely decision-making.

What products and services does your company provide and what special capabilities do they offer the life sciences market?

Cognos provides an integrated, best practices platform for clinical per-



formance management. It enables access to all of an organization's critical data – including clinical trials and operations, financial and regulatory information – and provides the scorecarding, business intelligence reporting and analysis, planning and budgeting tools required to effectively manage performance.

Specific to the Life Sciences market, Cognos provides a wide array of performance management solutions that can be used in many different areas – clinical trial metrics, clinical trial budgeting and resource modeling, clinical trial enrollment and planning, supply chain analytics, and contracts analysis.

Partnerships are an effective way to track life science advances and ensure that your company delivers timely products and services. Which life sciences companies or organizations have you partnered with or invested in and why?

Cognos has partnered with a significant number of consulting, application and technical services partners who can provide specialized knowledge and best practices that extend our performance management solution, which ultimately helps our life sciences customers gain the most out of their technology investments. One of the most notable partnerships is with Phase Forward, who teamed

with Cognos to enable customers of their electronic data capture and adverse events solutions to benefit from a platform that facilitates clinical trial information access so they can make faster and more accurate decisions.

What are your most exciting products and initiatives in development, and how will they improve life science research?

The Life Sciences market stands to benefit immensely from the incredible advancements that have been made in open data standards. I cannot stress enough how imperative it is for life sciences organizations to be able to tap into their diverse data silos and emerge with a single version of the truth that can be used to make informed decisions about their critical product development and clinical trial processes. Cognos long ago made a commitment to building solutions that are data agnostic and can deliver high performance business intelligence. Our Cognos 8 platform is a testament to that commitment, with its heterogeneous data access, data management, and centralized metadata framework that creates a consistent business view for users.

Where do you see your company in five years?

Our goal is to continue to be the leader in business intelligence and performance management. Cognos is committed to helping life sciences customers become more effective and efficient organizations, through solutions that help put the right information in the right hands to make the right decisions. We are also committed to continuing to evolve our partner ecosystem, strengthening and expanding our partner network to capitalize on the wide spectrum of specialized knowledge, expertise and best practices that they have to offer.



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Cognos, Inc. | 15 Wayside Drive | Burlington, MA 01803
Phone: 1-800-426-4667 | www.cognos.com