

Performance Management in Clinical Research

Deliver new drugs faster and at a lower cost

Clinical organizations manage complex, people-intensive processes, often with inadequate tools.

With improved performance management, you can improve operational efficiency and contain costs. You understand the “why” behind critical issues, trends and opportunities and gain an accurate, forward-looking view of the business.

With integrated plans, analysis and performance metrics, you can dramatically improve your understanding of the entire clinical trials process and make intelligent, informed decisions. This is the promise of clinical performance management.

The right software

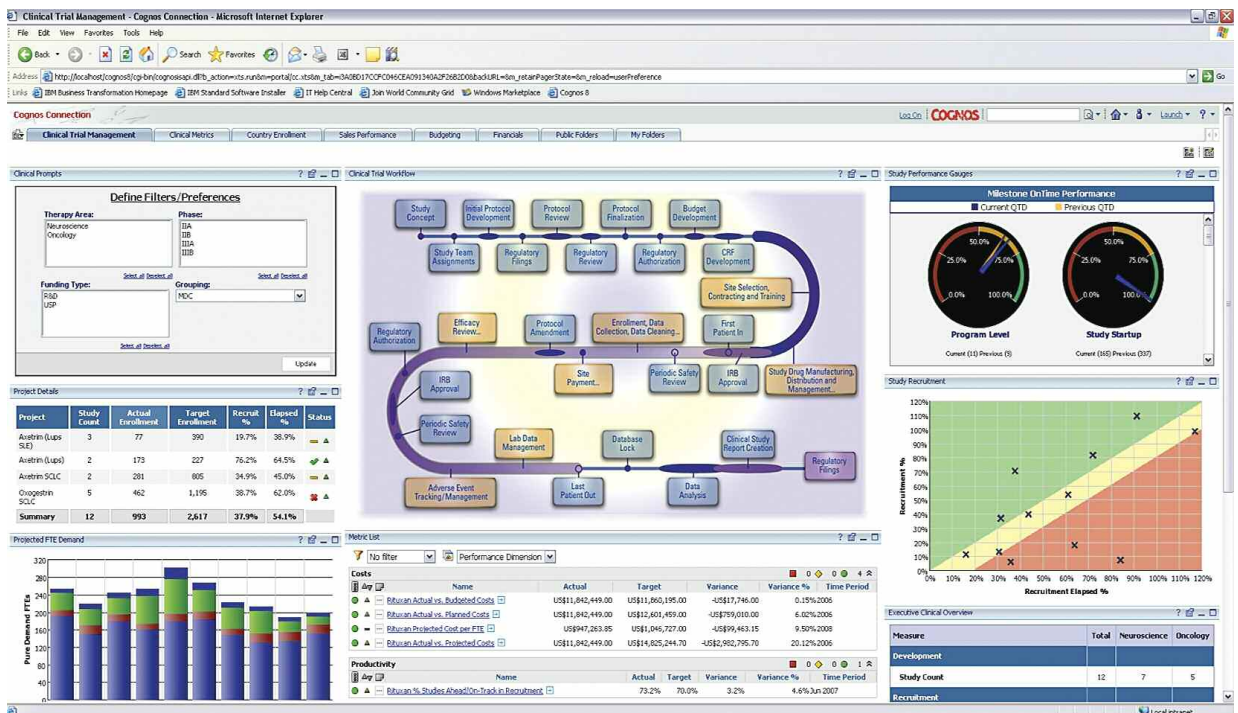
Clinical performance management (CPM) is a term pioneered by Cognos, an IBM company, to describe its performance management vision for the entire clinical trial process. Beyond tactical execution of trials, CPM delivers a complete view of all activities associated with clinical R&D.

Performance management software from Cognos helps your clinical research organization set goals and metrics, fix plans and understand results. Cognos provides an integrated, best-practices platform for clinical performance management. It gives you access to all your critical data—clinical trials, operations, financial and regulatory information—and delivers the scorecarding, business intelligence reporting and analysis, and planning and budgeting tools you need to manage and optimize performance.

IBM Cognos 8 Business Intelligence

Using IBM Cognos 8 Business Intelligence (BI), you can consolidate and leverage your critical data, and turn it into meaningful analysis and reports that everyone can use. You can spot broader trends and drill down to discover underlying causes and issues.

Cognos communicates your strategy and objectives through metrics-based scorecards and dashboards. They provide an aggregate view of information from many different sources,



This clinical trial dashboard provides a view across all departmental activities and allows for the manipulation of data based on various selection criteria, e.g., therapy area, phase, funding, etc.

so people can understand and take ownership of their performance—visibility into operations and strategy, understanding the part they play in making the business succeed, and the metrics to measure their success.

Cognos reporting and analysis consolidates and leverages your critical data, and turns it into meaningful information and reports that everyone can use. You can quickly spot trends and drill down to discover underlying causes and issues. The flexible, user-friendly reporting means everyone has the right information delivered in the right way—for all departments, locations, functions and roles.

IBM Cognos 8 Planning

With IBM Cognos 8 Planning, you can build a foundation for higher performance by connecting strategy to plans, targets and operational objectives. You can define goals and turn them into discrete plans and budgets for the entire clinical team, down to the CRO level. Plans can be built to maximize operational effectiveness, and they can be realigned as conditions change.

box functionality including dashboards, analytical reports and a preconfigured data model to facilitate rapid time-to-value. Blueprints for the pharmaceutical and life sciences sector include:

- **Integrated Brand Management:** Helps brand and therapeutic area managers ensure successful product launches and maximize brand value. Developed in partnership with Palladium.
- **Clinical Trial Enrollment Forecasting:** Provides insight into patient enrollment indicators that can affect the progress of costly clinical trials.
- **Clinical Trial Forecasting:** Helps forecast clinical trial resource requirements and accompanying expenses to comply with FDA requirements.
- **Sales Quota Allocation:** Significantly reduces the time, overhead, complexity and cost of managing sales quota allocations.
- **Sample Optimization:** Enables executives to develop and implement sample allocation plans in line with corporate revenue objectives.

The two dashboards shown are from IBM Cognos Performance Blueprints.

The requisite experience

Clinical research organizations worldwide already choose Cognos, including 25 of the top 30 pharmaceutical firms. Small and midsize organizations also choose Cognos to provide flexible deployments that fit their needs and budgets, and can grow with their business. Large or small, these organizations recognize our innovative capabilities, vision, ability to deliver, and technology leadership in the field of performance management.

About Cognos, an IBM company

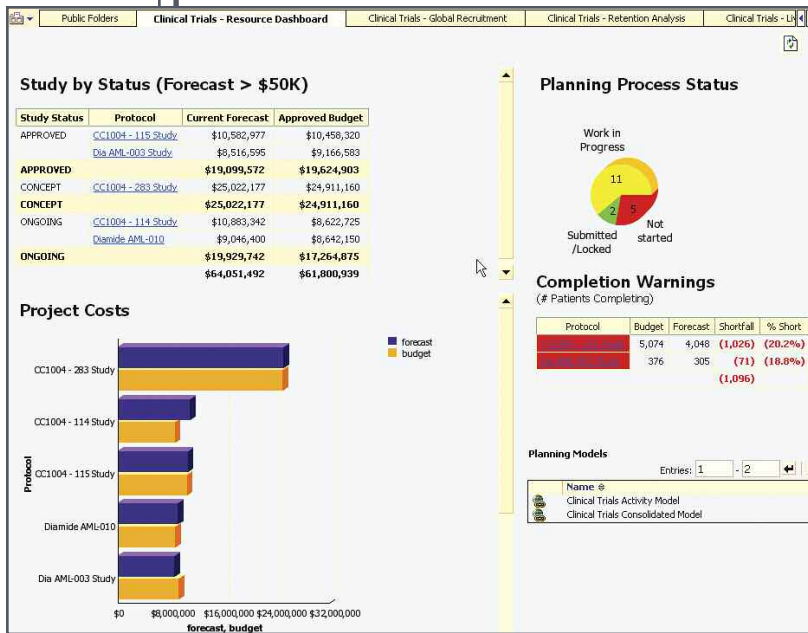
Cognos, an IBM company, is the world leader in business intelligence and performance management solutions. It provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance. Cognos was acquired by IBM in January 2008. For more information, visit www.cognos.com.

? For more Information

Visit the Cognos Web site at www.cognos.com/solutions/industry/pharmaceuticals-life-sciences

☎ Request a Call

To request a call or ask a question, go to www.cognos.com/contactme. A Cognos representative will respond to your enquiry within two business days.



This clinical trial resources dashboard shows the status of projects and costs.

The Fastest Methods

Cognos has an extensive partner and reseller network, providing products, services and technology expertise that help our customers improve corporate performance and speed time to value.

In addition, Cognos has partnered with industry leaders to create IBM Cognos Performance Blueprints, which are predefined data, process and policy models that provide a best practice approach. IBM Cognos Blueprints provide out-of-the-