SIEBEL LIFE SCIENCES 8.0 OVERVIEW

SIEBEL
CUSTOMER RELATIONSHIP MANAGEMENT

KEY FEATURES

- Account-contact targeting entities
- Weekly calendar with call planning capabilities
- Dynamic targeting labels
- Automatic team assignment and history
- Apply multiple activity templates across sites
- Enhanced rules for comprehensive territory definitions
- Support for opportunity assignment
- Flexible mechanism to incorporate sales rep feedback into alignments
- Simplified territory and alignment administrative tasks
- Change Professional functionality for the mobile web client
- New sample drop capabilities
- Inventory counts and expired lots enhancements

Siebel Life Sciences provides a robust solution capable of meeting the business requirements of diversified life sciences companies across multiple lines of business, including pharmaceuticals, over-the-counter medications, biotechnology, medical devices, equipment, supplies and services. By using the Siebel Life Sciences suite of applications with embedded business intelligence, diversified life sciences companies have reported improved operational efficiencies and delivered better customer service by enabling world-class business processes across their sales, service, marketing, clinical and regulatory organizations. Siebel Life Sciences 8.0 further extends this advantage by introducing smart capabilities to support sales, marketing, and clinical processes

Contact Affiliation Centric Targeting and Call Reporting

In many regions, particularly in Japan, physicians are not targeted individually, but rather based on their institution affiliations. A major driver behind this behavior is the need to recognize the influence of a physician within an institution while simultaneously accounting for the importance of the institution itself. Another driving factor is the lack of physician-level prescribing data, which forces companies to rely on sales revenues by hospital. All sales activities, such as call planning, targeting, and reporting, need to be performed at the institution-physician level. Siebel Pharma 8.0 addresses these challenges by introducing the following features:

Account Contact Targeting Entities

Users can treat the association between an account and a contact as a single entity. These entities can have targeting values that are unique by position and product. Activities, notes, service requests, and other objects can be assigned to these entities.

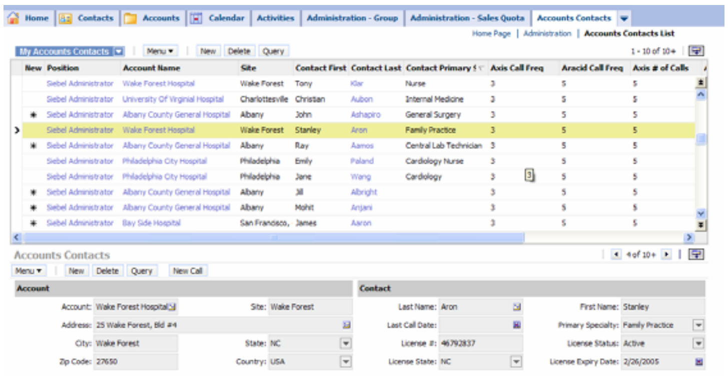

Figure 1: Account and contact data can now be displayed as individual records.

Hospital – Department Support

Users can create departments within a hospital and affiliate physicians to them. Departments are also displayed as part of the unique hospital-doctor record.

Weekly Calendar with Call Planning Capabilities

New calls can be created by simply double-clicking on a cell within a calendar grid. Color-coding, drag & drop, and target lists are supported for ease of use. Users can finalize calls in the same view, as well as create and save call templates that can be reused at a later time.

Contact Affiliation Centric Call Reporting

Adding account attributes to the standard contact call view, new views have been created to allow sales representatives to create and submit calls for physicians within an institution. The call is linked to the Account Contact entity that is targeted. Additional call data, such as promotional items dropped or decision issues, can also be captured.

Dynamic Column Names for Product Attribute Fields

Administrators can define custom labels for each targeting field. These labels are dynamically displayed for each account contact record and can be modified, without redeploying a new repository file, as new targeting data is loaded into the application.

Clinical Enhancements

Government regulations mandate that only authorized personnel have access to critical trial information. However, a large proportion of clinical trials are conducted by multi-disciplinary teams with different roles and responsibilities. Defining the right level of data access for these teams is not a simple task: wide access impacts accountability whereas stringent restrictions limit productivity.

Automated Team Assignment and History

As the scale and complexity of clinical trials increase, clinical trials often need to be supported by multi-disciplinary teams representing various organizations across several geographic areas. At some point during the clinical trial, all of them need access to the clinical trial management system to review trial information, enter trial data, or perform other trial activities. Due to the nature of the clinical trial business, it is critical that people with access to the trial management system can only see data that is appropriate for their roles. Manually assigning individuals to a study, region, or site can be a major administrative burden. On the other hand, not doing so means that companies provide either too much or too little information to their employees. Siebel Clinical 8.0 delivers pre-built assignment rules that automate the team assignment process. Furthermore, a team history record is created or updated when a team member is added or removed from the team. The new Team History views provide assignment history, and can be also used as a team log for a study, region or site.

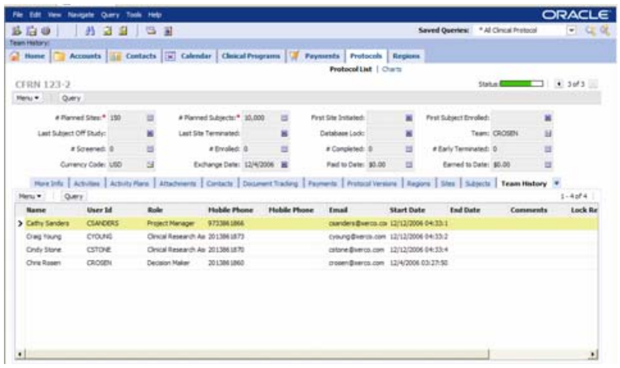

Figure 2: Study Team Assignment History

Simultaneously Apply Activities Templates Across Region and Protocol

During clinical trials, the clinical team routinely sends packets of documents to select or all sites for review or to obtain signatures. Part of a Clinical Research Associate's job is to track the whereabouts and status of the documents and ensure that critical documents are well maintained according to Good Clinical Practice (GCP). The amount of the documents to be tracked throughout a trial across all participating sites makes such tracking a monumental task. Using Siebel Clinical 8.0, with the click off a button, a CRA can simultaneously apply document templates to multiple sites across a region or a study, drastically increasing productivity.

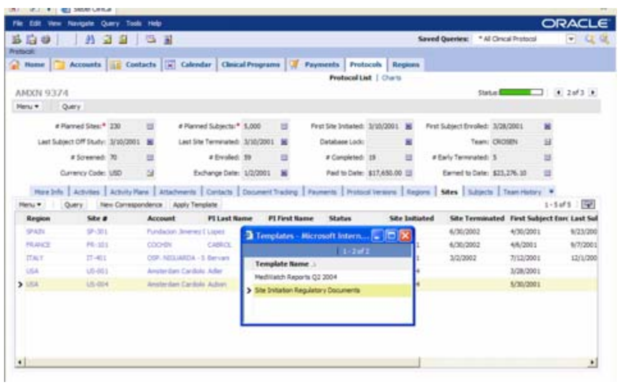

Figure 3: Apply Activity Templates Across Multiple Sites

Territory Management

When deploying Siebel Territory Management, customers typically need to perform additional configuration to support the assignment of affiliated objects (e.g. assign all accounts within a postal code along with all their affiliated contacts.) Similarly, validating an alignment by field users before it is implemented in production requires separate approval processes that cannot be captured within the application. Siebel Territory Management 8.0 delivers a number of exciting enhancements that address these and other customer requirements.

Enhanced territory rules provide more comprehensive territory definitions

Territory Management 8.0 supports the assignment of opportunity records. It also provides users with the ability to specify the assignment of related contacts and opportunities based on the assignment of their respective parent accounts or contacts. This further streamlines the alignment process by eliminating manual steps required to assign affiliated objects.

In addition, geography rules have been extended to support assignments based on State and Country in addition to Postal Code. Territory Definitions can now include rules based on Products and Industries

Approval process ensures high quality alignment implementations

An approval process has been introduced as a mechanism to incorporate sales reps local knowledge into the alignment prior to activation. This feature minimizes the amount of rework and serves to reduce the number of alignments executed for a sales force.

By leveraging this enhancement, administrators can publish an alignment and its results to the sales force prior to activation. Sales representatives can review and edit assigned rules. These changes are then delivered to managers for approval, who in turn can approve or deny the rep recommendations. Once managers have reviewed and approved the alignment changes in their districts, administrators can accept some or all changes and apply them to production.

Usability enhancements

Territory Management 8.0 includes new functionality aimed at simplifying administrative tasks and reducing the amount of data entry required from territory administrators. For example, administrators can select multiple alignments for a territory hierarchy and combine them with a single button click into a new alignment for analysis or as a baseline for the next sales force realignment. They can also easily copy complex conditions from one alignment into another.

New enhancements have been introduced to add more flexibility when defining division-level local conditions. Additionally, an enhanced alignment rollback process now reverts territory definitions to the state prior to the activation of any type of alignment.

Application Services Interfaces (ASIs) allow administrators to easily import and export territories, hierarchies and alignments.

Additional alignment enhancements

In addition, a few enhancements address the specific needs of Pharmaceutical customers. Additional "From Territory" and "To Territory" fields have been added to alignment rules to explicitly specify which territories will exchange rep-specific data.

Also, an Alignment Flag has been added to address records to provide a more granular level of control on which addresses are processed by an alignment.

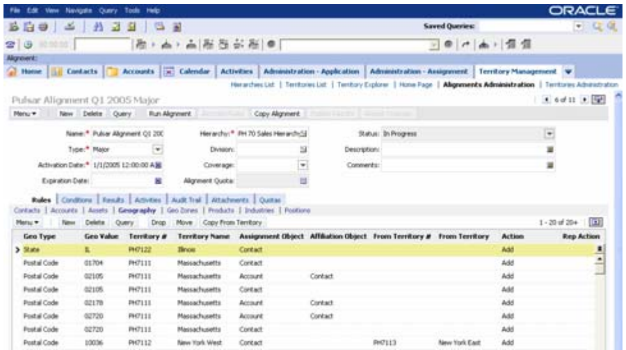

Figure 4: Siebel Territory Management allows users to import, visualize and validate alignments before they are rolled out to the field.

Samples Management Enhancements

During the course of a physician call, it is very common for sales representatives to have a product discussion with one physician, but leave samples with and capture signatures from a different one. Siebel Life Sciences 8.0 provides new features that allow reps to quickly change contact information while being in front of a physician.

Change Professional Functionality for the Mobile Web Client

Users of the Siebel Pharma Handheld application are familiar with the "Change Professional" button. This feature allows sales representatives to select a different physician during the course of a contact call. This feature is particularly useful when capturing sample signatures from a physician different from the one they originally intended to see. In response to the increased frequency of Siebel Pharma implementations on Tablet PCs, this feature is now available on the Mobile Web Client.

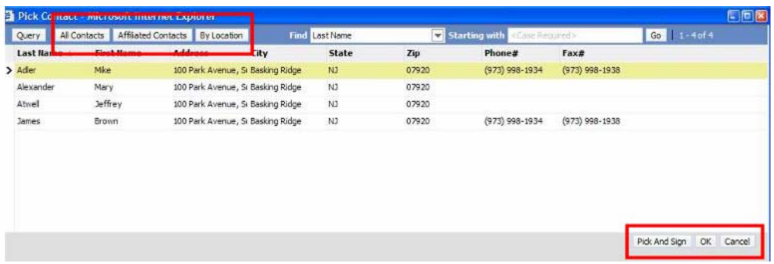

Figure 5: Sales reps can efficiently change contact information during a sales call

New Sample Drop Functionality to Create Sample Calls

Another common occurrence is reps having a product discussion with one physician but leaving samples with another one. In these cases, reps need a quick way to create a new activity for the sample drop while preserving the information created on the original activity. Siebel Life Sciences 8.0 introduces a new "Sample Drop" button that allows reps to automatically create a new activity record that inherits information from the original contact call.

Expired Lots and Inventory Count

With this enhancement, whenever sales representatives create a new inventory period after an inventory count, expired lots from the current period are not copied onto the new one, thus simplifying inventory management by reducing the number of lots that reps need to handle.

Additional Enhancements

In addition to the major enhancement areas described before, Siebel Life Sciences 8.0 delivers a few additional features aimed at improving end-user productivity in other areas of the application

Enhanced Drag and Drop on the Pharma Calendar

This enhancement allows users to drag multiple records into the Pharma Calendar from any of the adjacent list applets. Users can select contiguous records (Shift-select) or alternate ones (Control-select) and drag the entire selection onto the calendar.

Cost Allocation for Medical Education Events

Users no longer need to enter cost allocation percentages for MedEd events on the Team multi-value group applet. This enhancement makes data entry simpler and more intuitive.

Support for Multiple Affiliations Between Accounts

In certain situations users need to create multiple affiliation types between organizations. For example, a sub-account can be a department within a hospital and a billing center at the same time. Siebel Life Sciences 8.0 allows users to define multiple affiliations types between accounts.

Enhanced Smart Calls Behavior

In previous releases, when users applied a Smart Call template on top of another one, the application simply appended the data from the new template to the data already existing on the activity record. In 8.0, this behavior has been changed so that when users apply a Smart Call template on top of another one, the data created by new template overwrites the data entered with the previous one.