

# INFORMATION ON DEMAND

## Oracle: Committed to the Life Sciences Industry



Oracle's commitment to providing industry solutions has never been stronger. Our customers experience it, our partners share in it, and analysts recognize the scope and strength of offerings that have been carefully developed with the input of thousands of valued customers.

"Oracle's ERP [enterprise resource planning] applications are an important part of our Lean manufacturing strategy. Oracle gives us system-generated metrics and continuous inventory analysis—real-time information necessary for inventory reduction and predictable performance. Using Oracle and Lean methods, we have reduced our worldwide inventory by 30 percent, reduced our overhead expenditures, and shortened manufacturing cycle times by 84 percent, while increasing revenues by 20 percent."

**Michael Parrilla**  
Vice President of Manufacturing  
Operations  
Hologic, Inc.

Oracle applications and technology provide a uniquely integrated platform for life sciences. Today, more than 2,000 life sciences companies depend on Oracle to

- Accelerate and optimize the discovery pipeline
- Improve operational efficiencies and outcomes in clinical trial management
- Reduce risk via process validation and compliance
- Gather real-time information across the organization—including multiple research programs, regulatory groups, manufacturing facilities, and sales and marketing teams

### Industry Leaders Achieve World-Class Results

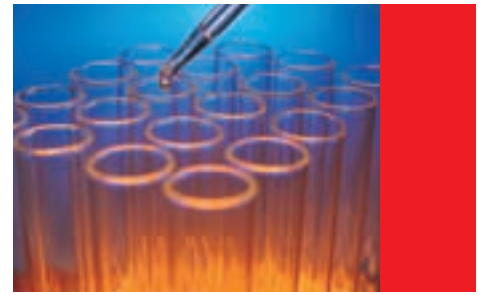
Oracle is helping industry leaders around the world get the most up-to-date and accurate information from their IT systems.

- **Wyeth** deployed Oracle's Siebel CRM solution to dramatically reduce operational spend by 20 percent within the first year, and reduced average call answer time by

40 percent, while increasing first-call resolution from 39 percent to 93 percent.

- **Pfizer**, one of the largest users of Oracle's clinical trial applications, operates financial and distribution shared services across Europe.
- **Teva Pharmaceuticals** selected Oracle because of the applications' flexibility (the company needs to accommodate frequent mergers and acquisitions), and ability to manage Teva's dynamic organizational structure.
- **Colorcon** deployed Oracle's applications globally, on a single instance. The company uses Oracle for enterprise resource planning, supply chain management, and customer relationship management.
- **Boehringer Ingelheim France** used Oracle Clinical applications to reduce lead time between product discovery and market launch by several months.
- **Roche Pharmaceuticals** deployed Oracle's Siebel Pharma Sales to more than 700 medical representatives, creating a single,

Fact: More than 2,000 life sciences companies rely on Oracle applications and database technology.



comprehensive understanding of its customer base that has enabled Roche's medical representatives to compile and share customer information.

- Novartis, deploying Siebel Pharma Sales, created a comprehensive view of the customer, eliminating conflicting sales calls and improving its ability to coordinate marketing sales efforts.

#### Oracle Customers Benefit

According to Paul Epner, director, Customer Support Services, Abbott Diagnostics, "We selected Siebel CRM for Abbott Diagnostics because of its comprehensive suite of e-business functionality. Siebel Medical's industry-specific functionality will help decrease our implementation costs and accelerate our time to return on investment."

Chris Johnson, information systems manager of HyClone, states, "Oracle helps us meet regulatory requirements and ensure that our manufacturing systems are GMP-compliant. Plus, it gives us the documentation we need to back that up."

Says Erwin Tenggono, managing director of PT Anugrah Argon Medica, "Oracle E-Business Suite lets us gather accurate data quickly so that we can offer the best distribution channels to our principals. This strong advantage is the key to maintaining an annual growth rate of more than 35 percent."

According to Daren Wilson, Sales Force Automation manager of Novartis, "With Siebel applications, we have significantly improved our collection and sharing of customer profile and contact information, which has led directly to increased sales force efficiency and productivity."

Stephane Collet, head of Data Management, Boehringer Ingelheim France: "Thanks to Oracle Clinical Suite and unified processes, we've estimated that we can save several months in getting market approval for our products."

#### Oracle Applications for Life Sciences: Did You Know?

Oracle is committed to serving the life sciences industry and displays a strong market presence in this sector. Did you know:

- 20 of the top 20 pharmaceutical companies run Oracle Applications
- 20 of the top 20 pharmaceutical companies run Oracle technology
- 12 of the 12 pharmaceutical companies on *FORTUNE* magazine's 2005 Global 500 list run Oracle Applications
- 10 of the top 10 medical device companies run Oracle Applications
- 10 of the top 10 medical device companies run Oracle technology
- 10 of the top 10 Contract Research Organizations run Oracle Applications

#### CONTACT US

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit [oracle.com/industries/life\\_sciences](http://oracle.com/industries/life_sciences).