



Product Spotlight: ASCEND

The story behind the Siebel Clinical accelerator from BioPharm Systems.

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CTMS PRACTICE LAUNCHED

The clinical trial management solutions practice at BioPharm Systems (BioPharm) was launched in 2006 with a vision to build a leading team of experts specializing in Oracle's Siebel Clinical Trial Management System (CTMS). To help establish BioPharm as the go-to company for Siebel Clinical projects, Param Singh was hired to lead the practice. Prior to joining BioPharm, he established himself as the industry expert by leading Accenture's Siebel Clinical implementation projects, and was therefore the ideal person for the role.

BUSINESS NEED IDENTIFIED

Siebel Clinical is based on the Siebel Customer Relationship Management (CRM) system, which was designed to manage customer information related to sales. Therefore, the investigator database functionality in Siebel Clinical is extremely robust. Additionally, the modules that were added to Siebel CRM to form Siebel Clinical contain many powerful clinical trial management features. Moreover, Siebel Clinical out-of-the-box can be configured to meet all CTMS user requirements, which most organizations choose to do.

Over the course of numerous custom implementations, each averaging a 12- to 18-month timeframe and a \$1M+ price tag, Param began to identify commonly requested modifications and new functionality requests. He believed that any life sciences organization could benefit from those configurations, but most could not afford them.

CTMS ACCELERATOR DESIGNED

After joining BioPharm and assembling the CTMS practice, Param introduced the idea of developing a Siebel Clinical "accelerator" – a pre-configured and enhanced version of the application that would be designed to meet most companies' needs right out-of-the-box. Not only that, but this solution could be implemented in a much shorter timeframe and for a fraction of the cost of a custom Siebel Clinical implementation because all of the development and documentation would be done ahead of time.

The CTMS practice team believed it was an innovative concept and enthusiastically set out to design, build, test, and document the solution. In addition, two potential

clients believed so strongly in the idea that they agreed to purchase it while still in development.

In June 2009, BioPharm's ASCEND solution was born.

ASCEND SOLUTION WELCOMED

The first two clients went live with ASCEND a few short months after its release, and several others have followed suit since then. Smaller organizations have found that they can now afford the most powerful, scalable, and comprehensive CTMS on the market (Siebel Clinical has more users than any other CTMS), which can support them as they grow. Larger organizations have found that they can now afford to integrate their CTMS with other systems to boost productivity.

In 2010, BioPharm's clinical trial management solutions practice created ASCEND On-Demand, which uses a software-as-a-service (SaaS) platform. Its subscription-based pricing model makes it attractive to life sciences organizations of all sizes – regardless of how many users they have. It represents one more way that BioPharm provides life sciences organizations of any size with a competitive edge.

Since the introduction of ASCEND, BioPharm has received multiple awards and other forms of recognition for the solution. ASCEND was approved as an Oracle Accelerate Solution, which signifies that the product has gone through an exhaustive review by Oracle and has been able to meet or exceed their technical standards, as well as the needs of a wide range of life sciences organizations. ASCEND was the first CTMS accelerator to receive this seal of approval. In addition, BioPharm received an Oracle PartnerNetwork North America Titan Awards Honorable Mention for ASCEND and the 2011 Innovation Award for Excellence in Technology from the Oracle Health Sciences User Group.

BioPharm continues to develop and improve ASCEND so that companies can have access to the features and benefits they want the most.