

Microsoft®

GAINING COMPETITIVE ADVANTAGE

Scientifically Enabling Microsoft Office SharePoint Server 2007 with Accelrys Pipeline Pilot.

CAN YOU AFFORD TO IGNORE A BETTER WAY OF WORKING TOGETHER?

Many chemicals companies today are undergoing massive changes:

- A global economic slowdown is impacting business worldwide.
- Rising energy costs, changes in raw materials, and increasing regulatory pressures require substantial changes to products and processes.
- Initiatives such as Open Innovation are changing the R&D landscape.

In addition, the pressure on R&D to deliver innovative new products is mounting due to shortening product life cycles and an increasing rate of innovation coming from emerging economies.

However, bringing a new product to market takes more than just good science. To remain profitable and sustain growth, companies must maximize the value and productivity they derive from both their people and their data.

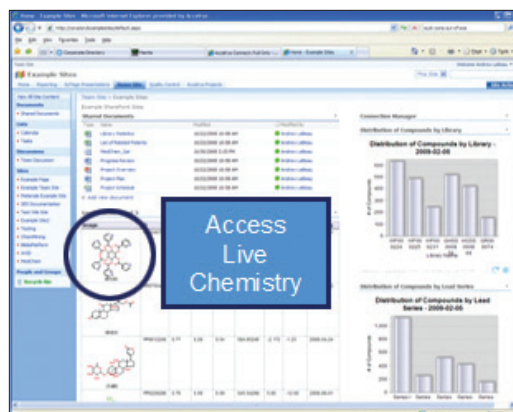
The key to reducing costs and increasing productivity lies in compressing the innovation cycle - by eliminating redundant research and identifying unsuitable candidates as early in the cycle as possible. With all of these challenges facing the chemicals industry today, collaboration is not just important to your company's success, it is essential.

THE CHANGING FACE OF COLLABORATION

Traditional R&D research teams often work alone and fail to make the most of their results. This lack of collaboration can lead to scientists spending valuable time seeking answers to questions that have already been answered, duplicating experiments that produce inconsistent results, or failing to ask new questions that could speed up the discovery process.

To economically develop effective new chemicals, materials, and processes, chemicals companies of all sizes must do a better job of collaborating. This improved collaboration must take place not only within their own department and project team, but across their entire organization, and with partners and stakeholders outside the company as well.

By scientifically enabling Microsoft® Office SharePoint® Server 2007, the Accelrys Pipeline Pilot





Leveraging more than 20 years of experience, and award winning technology, the Accelrys Pipeline Pilot scientific informatics platform was designed for scientists by scientists. The integration of Pipeline Pilot with Office SharePoint Server 2007 provides scientists and researchers with self-service access and a compelling way to deliver a unique range of scientific capabilities, including analysis of chemical, biological, image, and text data in a rich, collaborative, and familiar environment.

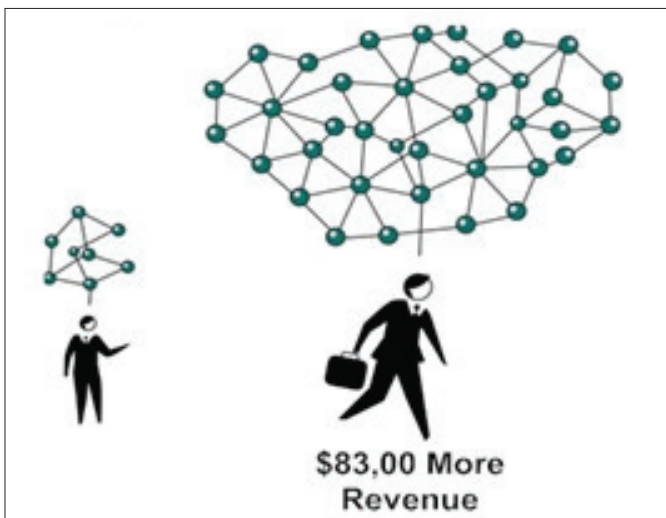
CONNECT AND EMPOWER PEOPLE

Many analysts groups, including Gartner, Forrester and Yankee Group, support the notion of an integrated productivity environment for information workers.⁽²⁾ They understand the value of an integrated framework to create the next generation workplace for information workers.

Increase collaboration and productivity. Scientifically-enabled Office SharePoint Server 2007 allows scientists and researchers to access and share their organization’s best practices to manipulate complex scientific data across geographic regions using SharePoint Server 2007. People across the organization can quickly monitor and analyze up-to-date information, gain key insights needed to support effective decision making and give their business a competitive edge.

Provide an interactive, collaborative “desktop” for critical information needs. Scientists and researchers typically face the need to access disparate data sources and work with a diverse range of scientific applications. The combination of SharePoint Server 2007 and Pipeline Pilot allows them to self-publish content

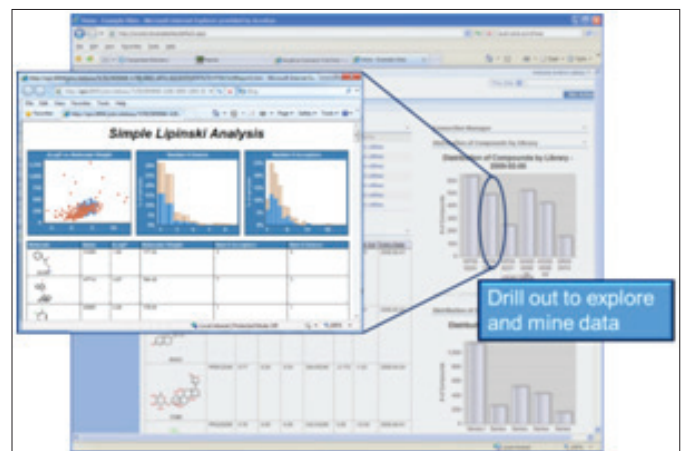
Bridge ensures that researchers and scientists from organizations of all sizes can share, analyze, and report vast amounts of scientific data in an easy to use web interface that greatly increases collaboration among their extended teams and across the enterprise.



Research Shows... According to a joint study conducted by MIT’s Sloan School of Management & Center for E-business and NYU’s Stern School of Business, employees who are connected to a wide range of colleagues generate \$83,000 more in revenue per year than employees with an average number of colleague connections.⁽¹⁾

TOO MUCH DATA, NOT ENOUGH INNOVATION

Scientists and researchers are spending too much time, energy and effort on searching and gathering data for reports and projects, and too little time on actual experimentation.



from virtually any source which means they are able to scale information-sharing from the team to the entire enterprise. Empowering employees to manage portal content directly keeps information current, saves time and costs, and puts business people in control of business processes without the involvement of IT resources.

Improve information retrieval. Complementing Office SharePoint Server 2007 enterprise search with scientific search, in which chemical or biological queries can be performed adds a new dimension to enterprise search. Scientific enablement of SharePoint Server 2007 search makes scientific indexing of documents (including Office documents, PDFs, text files, Wikis, blogs and SharePoint Server 2007 lists) possible. Scientists can now perform scientific queries to find documents containing molecular structures, biological sequences, scientific images, and more.

Ten Percent of Salary Costs Spent on Useless Searches

Based on surveys of corporate middle managers, research by IDC and Forrester indicates that for every 1,000 employees, companies spend \$5 million in salary expense each year on time wasted looking for information that is never found.⁽³⁾

IMPROVE IT EFFICIENCY

Today's business world demands that information technology (IT) support the business to overcome increasingly complex challenges while operating within a reduced budget.

From the perspective of the user community, the combination of Pipeline Pilot with SharePoint Server 2007 means that collaborative capabilities appear in the context of familiar environments such as SharePoint Server 2007 workspaces and Microsoft Office system applications such as Word and Excel.

From the IT perspective, it means that these applications can be managed using the same administration tools and IT skills as the Microsoft back-office products the organization already owns. And because the functionality is embedded in the SharePoint Server 2007 platform, it takes less IT time and effort to respond to requests from information workers that demand integrated, collaborative solutions.

BETTER COLLABORATION IMPROVES RESEARCH DECISION MAKING AT PFIZER

For more than 150 years, biopharmaceutical firm Pfizer has applied science to the discovery, development, and manufacturing of medicines for people and animals. The firm's diversified global healthcare portfolio includes biologic and small molecule medicines and vaccines, as well as nutritional products and many of the world's best known consumer products. With head-quarters in New York and nine distinct business units across the globe, Pfizer employees needed an effective way to store, organize, and communicate findings among team members and across departments.

To improve collaboration efforts, Pfizer implemented Microsoft® Office SharePoint® Server 2003 as its collaboration and document management system for team documents.

"We wanted to tie together Pipeline Pilot, Pipeline Pilot experts, and SharePoint Portal Server 2003 to give our teams collaboration tools that were geared toward scientific data rather than transactional and office functions."

– Leslie Sloan, Senior Director, Pfizer

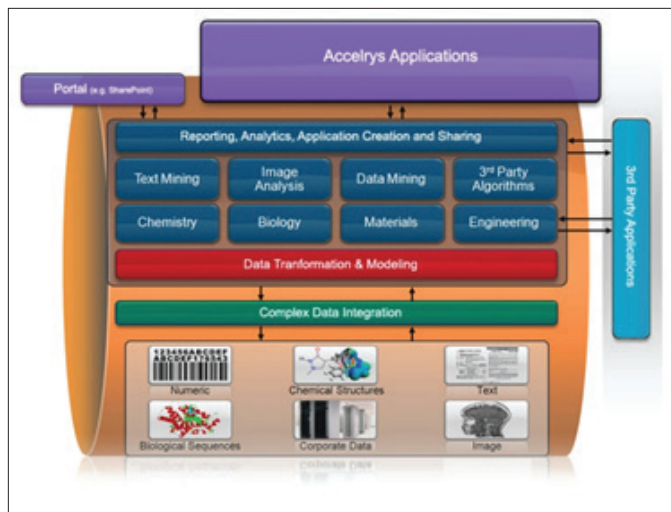
Pfizer wanted to improve user access to data provided by Pipeline Pilot, by connecting it with SharePoint Server 2003. In addition, Pfizer wanted to empower employees to search document repositories for specific chemical structures, which are often represented as embedded drawn chemical structures that are invisible to typical textual keyword search functions.

Now, all 110,000 Pfizer employees can access Pipeline Pilot through their SharePoint sites, helping users increase productivity, enhance collaboration, and potentially speed time-to-market.

SOLUTION

Pipeline Pilot – Accelrys' scientific informatics platform enables an organization's entire scientific community by unlocking relevant scientific information which improves collaboration, decision making and productivity, while reducing costs.

Pipeline Pilot SharePoint Server 2007 Bridge – Provides two-way integration between SharePoint Server 2007 and Pipeline Pilot.



Pipeline Pilot Component Collections – Includes Reporting, Integration and scientific collections that enable scientists to access, aggregate, explore, visualize, and report on scientific data.

Microsoft® Office SharePoint® Server 2007 – Provides the end-user delivery vehicle for scientific applications based on the Pipeline Pilot scientific informatics platform.

ACCELRY'S AND MICROSOFT

Accelrys and Microsoft work together to tightly integrate and optimize our products, to give our joint customers the ability to gain competitive advantage, increase their productivity and grow their businesses.

As a result of this close collaboration, we are able to bring our joint clients integrated Scientific Business Intelligence, Work Flow, and Content Management solutions that help our clients address their toughest scientific challenges. Integration of Pipeline Pilot with SharePoint Server 2007 via the SharePoint Server 2007 Bridge provides a compelling way to deliver a unique range of scientific capabilities, including analysis of chemical, biological, image, and text data in a rich, collaborative, and familiar environment.

To learn more about Pipeline Pilot, go to accelrys.com/pipeline-pilot

REFERENCES:

1. "Information, Technology and Information Worker Productivity"; Sinan Aral, Erik Brynjolfsson and Marshall W. Van Alstyne; *NYU - Stern School of Business, Massachusetts Institute of Technology (MIT) - Sloan School of Management and Boston University - Department of Management Information Systems*
2. Gartner Group: The Smart Enterprise Suite is Coming: Do We Need It?, May, 2002 Forrester Big Idea: The Information Workplace Will Redefine the World of Work – At Last!, June, 2005 Yankee Group: The Impact of Microsoft's Unified Communications Launch, Enterprise Computing & Networking, Zeus Kerravala, August 2006
3. "You are wasting time. Find out why: The cost of ineffective search"; Brodtkin, John; *Network World*, January 23, 2007