

CASE STUDY

Fortune 1000 Pharmaceutical Company
Online Presentation Builder

business situation

A Fortune 1000, Major Pharmaceutical Company (MPC) develops and markets a prominent diabetes drug. To support the promotion of this drug, a Speakers Bureau was created in 1999, in which physicians were recruited to speak about the drug. Since 1999, the Speakers Bureau has grown significantly, consisting of 4776 programs given in 2002 by 1450 physician speakers.

In support of the Speakers Bureau's growth, MPC wanted to redesign its Speakers Bureau's web site. MPC sought to make this new site an easy-to-use tool that would allow their Bureau speakers to 1.) receive news and updates regarding the Speakers Bureau and the diabetes drug product, 2.) acquire predefined PowerPoint slide presentations, and 3.) create and store custom PowerPoint presentations as required by their personal program needs.

technical solution overview

The following table highlights the MPC solution components and the technologies that were deployed against each component:

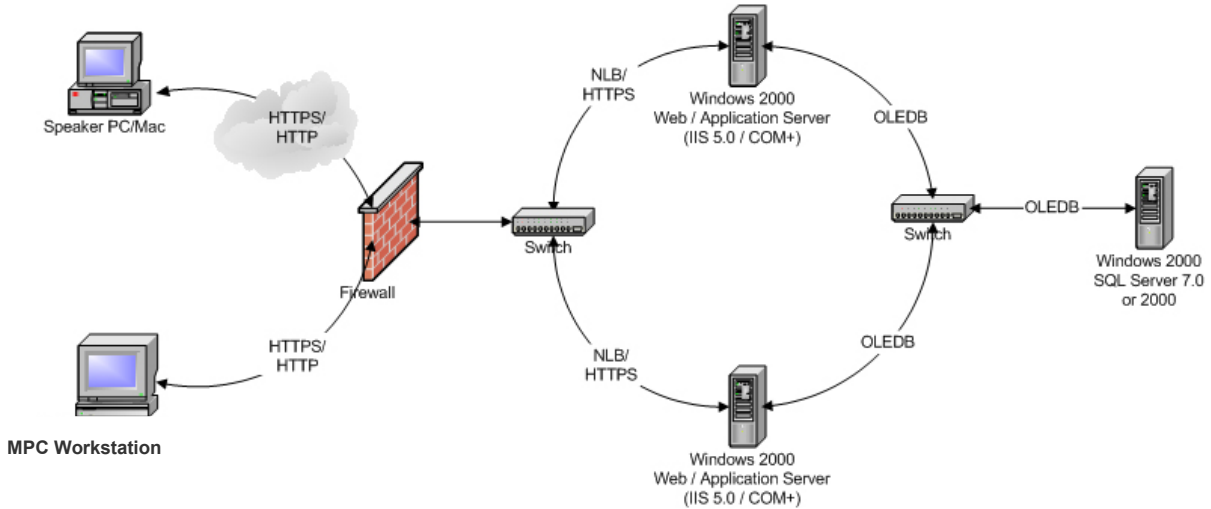
Component/Feature	Implementation/Technology
Clean, easy-to-navigate portal site interface for news and slide acquisition.	<p>Client Tier: HTML, DHTML and JavaScript were used to present a clean, intuitive interface compatible with Netscape, Internet Explorer, and AOL 4.0 browsers.</p> <p>Server Tiers: VBScript, JavaScript and ASP 3.0 on MS IIS were used for the Interface Tier. The Business Objects Tier was developed in VB – COM+. The Data Tier was hosted on MS SQL Server using Transact SQL. Some commercial COM objects were used such as ZIP and OpenOffice1.1.</p>
Newsletter/ Informational site component: Provides a user interface that presents dynamic content in the form of News, Information, Events, Links, Feedback/Contact, Newest Slides, and Glossary.	
Speaker Presentation Portfolio component: Allows each speaker to log in and manage his personal listing of custom and predefined presentations. This interface allows the speaker to add, remove, edit, and download both custom and predefined presentations.	
Presentation Editor component: Provides a tool that allows speakers to sort and select from all existing slides to create, edit, save, and download custom presentations.	
User Management component: Allows users to maintain their personal information, preferred contact method, etc.	
Administration component: Allows MPC administrative personnel to add, edit, remove and manage users, slides, presentations, news, information, events, and links.	
Data store component: Data schema and procedures required for maintaining the underlying data store needed to drive the Speakers Bureau site.	
Server PowerPoint generation component.	
	COM+ component based on OpenOffice1.1.

application architecture

Falkor Group implemented a Microsoft-based solution and architecture for this project. In terms of systems software, the architecture was comprised of the following components:

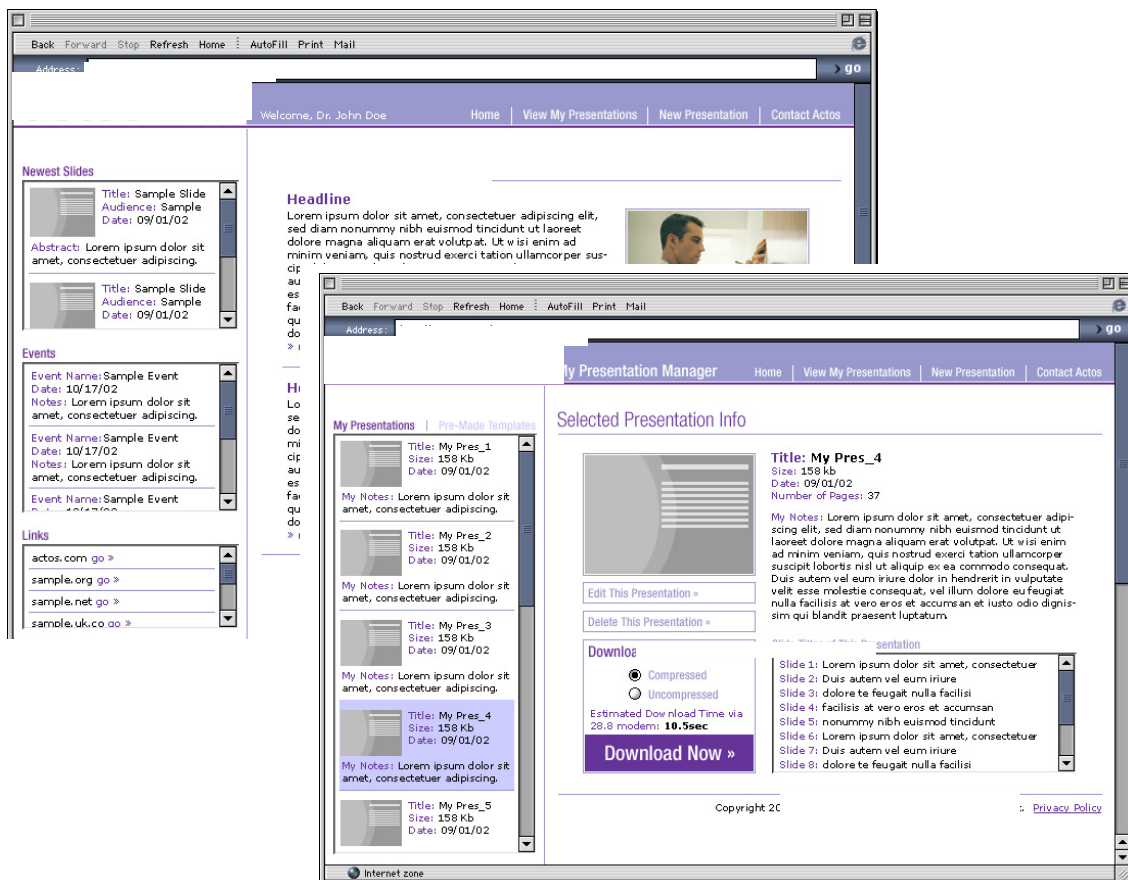
- Microsoft Windows 2000, including IIS and COM+
- Microsoft SQL Server 2000

The core implementation was completed using the Microsoft Windows 2000 platform and other Microsoft server products. The integration of the HTML pages with the middle and back tiers was done using VBScript ASP pages. Custom COM+ components were built using Visual Basic to extend the pre-existing functionality of the Microsoft products and components to meet the needs and requirements for a scalable and extensible architecture. Overall, the Microsoft solution gave MPC a flexible architecture that could be modified in the future using standard tools, such as Visual Basic and Visual InterDev.

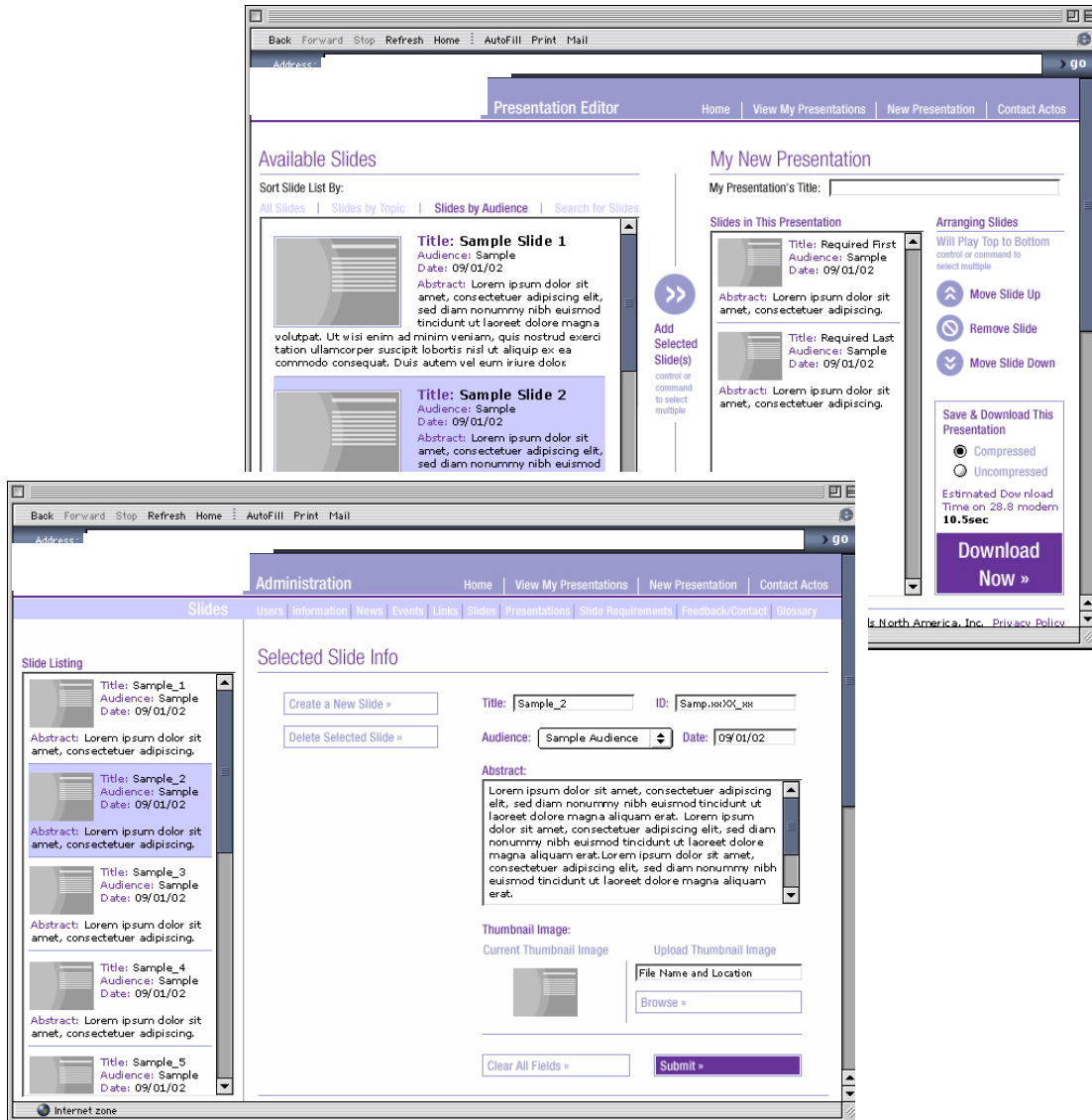


screen shots (with MPC identifiers blocked out)

>> Portal Homepage & Personal Presentation Manager:



>> Personal Presentation Editor & Slide Administrator Interface:



business outcome

Since deploying the new Speakers Bureau website, MPC's Speakers Bureau members have been using it actively in the field. Per FDA requirements, MPC is now able to assertively control its proprietary drug data and how and when that data is presented to the physician community. Moreover, MPC is able to better control its marketing and brand messages.

Finally, MPC is rolling out a new drug within the year and will be using this application to promote the new drug within the physician community.

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