



**2009 Global Pharmaceutical CRM Growth Strategy
Leadership of the Year Award**



“We accelerate growth”

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Award Description

The Frost & Sullivan Award for Growth Strategy Leadership of the Year is presented to the company that has demonstrated an exceptional growth strategy within the industry.

Research Methodology

A recipient is chosen to receive the Frost & Sullivan Award for Growth Strategy Leadership of the Year based on specific criteria. Through primary and secondary research methods, all companies' market revenues are tracked and those exhibiting significant growth are noted for their strategy implementation. Revenues are then compared year to year to monitor growth patterns. When a company continues to show high growth rates, it is a candidate for the Frost & Sullivan Award Growth Strategy Leadership of the Year.

Measurement Criteria

This Award is given to the company that has bolstered their position in the market during the base year and whose strategy will have a lasting impact on the market. The Award criteria are based on the following:

- Ability to grow in a saturated or maturing market
- Implementing a unique sales strategy
- Technological innovation and leadership
- Discovering new venues for an established product
- Effective Internet strategy
- Strategic mergers, acquisitions, or joint ventures to penetrate new markets
- Reorganization structured around growth strategy



The 2009 Global Pharmaceutical CRM Growth Strategy Leadership of the Year Award is presented to openQ. Their unique growth strategy has allowed them to steadily increase their presence within the pharmaceutical, medical device and biotech spheres to become industry leaders in CRM software.

The Company

OpenQ is a leading provider of software and information solutions to manage KOL relationships and networks, MSL performance, and speaker bureau execution. Their solutions enforce compliance with federal and regional legislature. With next-generation technology for presentation and relationship management and innovative information services and analysis, openQ offers the tools that increase your speed to market. OpenQ has offices throughout the United States, Asia, and Europe and a growing client list that spans the globe.

Persistency through growth

The widespread adoption of CRM tools integrated with subscription information by pharmaceutical and biotech companies throughout the world represents an evolving and rapidly growing market. This environment necessitates software solutions that give each company an extra edge over the competition. In said environment, CRM software companies have to set themselves apart by consistently innovating and differentiating their product offerings in order to remain relevant to life science companies. In this saturated and highly competitive market, openQ is succeeding at a high-speed rate. Their advantage is that their products are consistently considered to be of greater value when compared to other alternatives currently on the market. Developed through extensive on-the-ground experience by a highly skilled team of scientific researchers, openQ solutions are powerful yet easy to use.

Unique Growth model

While traditional CRM is said to be a mile wide and an inch deep, openQ altogether avoids this model by providing uniquely rich KOL data that can be characterized as miles wide and miles deep. Not only is this data critical, it is invaluable in helping life science companies make the most intelligent decisions while enforcing compliance. Having the most recent and most complete information on the advisors, consultants, clinical trial investigators, those who speak at conferences, and those whose work is published in the industry's most important journals is the key to a successful KOL relationship. Although keeping track of the ever changing field is incredibly complex, openQ has a team of highly educated biomedical researchers which when coupled with openQ's innovative research technologies, make sure that the data that openQ provides is always relevant and actionable. OpenQ information enables customers to answer some of the following questions: What is this person publishing? With whom is this person working? In what clinical trials is he/she involved? With which competitors do they interact most? Access to this knowledge truly helps the end-user to make decisions instantly in order to get the most out of every KOL interaction.

Increase in Client base and Industry Growth

OpenQ solutions, which seamlessly integrate innovative CRM and content management tools with dynamically updated information, are priceless tools for life sciences companies to speed time to market and time to adoption of their newest products by interfacing with KOLs across functional groups from research to medical to marketing.

Furthermore, the strong technology platforms with open standard architecture make it the clearest choice for top companies looking to adopt such a system. The continued interest on behalf of pharmaceutical and medical device companies in openQ's products has led them to expand their client base from five companies in 2006 to over 20 companies in 2008, including half of the top 20 pharmaceutical companies. Everything indicates that this number is to continue growing, with a forecasted growth of 100% for 2009 within a KOL technology and information market that is expected to grow to over \$1 billion in the next five years.

Establishing Success through various solution offerings

OpenQ is also successfully expanding their line of product offerings. Many of the new products stemmed from their initial KOL solution as supporting systems, but have been highly developed and finely tuned to the point where they now stand-alone or easily integrated with other solutions and information. Solutions include KOL and MSL management, presentation software, speaker bureau execution tools, investigator initiated trials, sales force automation and real-time identification.

Conclusion

It is evident throughout the industry that openQ's products are high impact and highly adaptable, enabling openQ solutions to meet the unique needs each company has. This highly customizable information is regarded as crucial within the industry, making it an investment priority for most companies and functional groups. Additionally, their products enforce compliance, which is a necessary asset in this era of government-enforced transparency. OpenQ's successful marketing activities have allowed them to grow exponentially across North America and Europe. These cumulative factors make openQ the deserving recipient of the 2009 Global Pharmaceutical CRM Growth Strategy Leadership of the Year Award.

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.



About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, partners with clients to accelerate their growth. The company's TEAM Research, Growth Consulting and Growth Team Membership empower clients to create a growth-focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit <http://www.frost.com>.

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