SAP Business ByDesign™

SAP Customer Success Story
Life Sciences

RESEARCHPOINT

SAP® BUSINESS BYDESIGN™ LETS CONTRACT RESEARCH ORGANIZATION FOCUS ON CORE STRENGTHS

"Competing with the larger companies is not so much about size as it is about execution and scalability. SAP Business ByDesign helps us with both."

John Farinacci, Founder and President, ResearchPoint

QUICK FACTS

Company
- Name: ResearchPoint
- Headquarters: Austin, Texas
- Industry: Life sciences
- Products and services: Clinical trial services for the pharmaceutical, medical device, and biotech industries
- Employees: 75
- Web site: www.researchpoint.com

Challenges and Opportunities
- Ensure information visibility for fast decision making during rapid growth
- Operate on a global scale with low overhead

Objectives
License software as a service to focus on core operations

SAP® Solutions and Services
SAP® Business ByDesign™ solution

Implementation Highlights
Software delivered as a remotely hosted service

Why SAP
- Scalable for extended global reach
- Premier brand that instills confidence in clients

Benefits
- Ability to view information in real time
- More efficient management of programs and expenditures
- Early identification of issues
- Ability to target strategic initiatives and allocate resources more effectively

Existing Environment
Spreadsheets and multiple databases

Third-Party Integration
- Database: Remotely hosted
- Hardware: Remotely hosted
- Operating system: Remotely hosted

ResearchPoint®
Expect the destination. Enjoy the journey.

ResearchPoint manages clinical trials as a service for the pharmaceutical, medical device, and biotech industries. Its customers concentrate on their core competency – innovation – and rely on the Austin, Texas–based company to run the complex, multiphase studies that are required to get products approved and into the marketplace. ResearchPoint takes the same approach itself, licensing software as a service – the SAP® Business ByDesign™ solution – so the fast-growing company can focus on its core strengths and operate more transparently.

"As you grow as an organization, one of the challenges you face is how to manage increasing magnitudes of information in a timely fashion," says John Farinacci, founder and president of ResearchPoint. "What SAP Business ByDesign brings to the table for us at this stage of our evolution is the ability to view information in real time, or as close to real time as possible, rather than on a monthly basis. We have become more efficient at managing programs and expenditures. What gets measured gets managed, and if you can do that, you will be more effective at nipping problems in the bud."

SAP Business ByDesign is an integrated business management solution that delivers SAP software on-demand. The solution is managed and maintained by SAP experts in hosted data centers, allowing companies to focus on their daily operations. It delivers preconfigured software based on best practices and supports business processes for financials and financial accounting, customer relationship management, human resources, project management, procurement, and supply chain management.

Using the business management solution, ResearchPoint can compete more effectively with the1,000-plus contract research organizations whose customers continue to consolidate, shrinking the pipeline for business. Says Farinacci, "To go up against the big firms, a company like ours must be able to respond quickly. It's all about speed and efficiency; there's no room for error. Without a good IT solution, the entire organization is at risk."

Reducing Risk, Staying Nimble

With SAP Business ByDesign, ResearchPoint can reduce that risk and stay focused on the business. The solution is aimed at small and midsize companies that want the benefits of large-scale business management applications without big IT overhead.

"We looked at larger IT solutions, but as a small business we can't justify the infrastructure," says Matt Walker, executive vice president of business development and marketing at ResearchPoint. "SAP Business ByDesign gives us the best of both worlds – a highly robust solution and solid platform delivered as a service."

That enables the company to stay nimble as it grows. The full-service contract research organization has expanded rapidly since its inception in 1999; during one 18-month period, it quadrupled in size.

"As you get bigger, you tend to become more of a clod-hopping camel rather than the thoroughbred you were at the beginning," says Farinacci. "At ResearchPoint, we want to stay at the thoroughbred stage. Competing with the larger companies is not so much about size as it is about execution and scalability. SAP Business ByDesign helps us with both."

Scaling to a Global Footprint

ResearchPoint's global clinical services include project management, data management and biostatistics, clinical monitoring, quality management, medical monitoring and safety, site selection and management, medical writing, and protocol development. It has 22 offices globally with coverage in 65 countries.

ResearchPoint teams are trained across the entire continuum of the development process and work as an extension of the

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customer as a single, virtual company. The company remains committed to attracting and retaining the best talent, resulting in one of the lowest turnover rates in the industry. ResearchPoint nurtures this talent to ensure it provides customers with only top-notch, qualified personnel.

That same philosophy drove the selection of SAP Business ByDesign. Says Farinacci, "SAP is known throughout the world. Our clients appreciate the fact that we are at a certain level as a business where we use a more sophisticated solution. With SAP software, our customers see us as a legitimate player in the global marketplace. It gives us credibility."

"We have become more efficient at managing programs and expenditures."

John Farinacci, Founder and President, ResearchPoint

Managing Data for Quick Response

Clinical trials entail a lot of data. "Just to do a phase-one study requires 35 pages of data on each patient," says Mike Dwyer, president and CEO of Azaya Therapeutics, a ResearchPoint customer based in San Antonio, Texas. "Hundreds of data elements have to be entered for analysis, interpretation, and filing with the FDA. The collection, compilation, and presentation of data are extremely important. The entire clinical trial project revolves around patient data – from the time the person enters the treatment cycle to when the study is complete."

Customers like Azaya need that data fast. "For us, the point of information technology is to be able to get information to clients rapidly," says Bob Davis, chief operations officer at ResearchPoint. "Our customers want access to their clinical data as soon as possible. And these data have to be verifiable."

SAP Business ByDesign not only helps ResearchPoint accommodate strict timelines, it also enables the company to track internal projects and get a clear view of work elements, billable hours, expenses, expenditures, and so forth.

"With SAP Business ByDesign we have much better metrics at our fingertips," Walker says. "We are able to combine the data with financial performance measurements we extract from the studies. This helps us understand where we should target our efforts for better margins and greater profitability."

When this information is in spreadsheets and scattered databases, it takes a lot more time and effort. "For example, if someone asks me to compare two studies to see which was more profitable, I would not be able to answer that in real time using the old process," says Walker. "SAP Business ByDesign allows us to conduct these analyses faster and make the right decision more quickly."

Freeing Time for Customer and Community

Making correct decisions helps the company better direct its efforts at critical areas – like keeping the opportunity pipeline full. "SAP Business ByDesign can help us make better strategic decisions and allocate our resources accordingly," Walker says. "It allows us to spend more time with clients and prospects. The challenge on the sales side is to keep the funnel full at all times. The more time we can spend prospecting for work, the more successful we will be."

And the more time the company has, the more it can give back. ResearchPoint is active in a lot of community organizations. It works with Helping Hand Home, a residential treatment center for children, and participates in the Race for the Cure, which is focused on breast cancer research. It also conducts food drives for the Capital Area Food Bank of Texas.

"This gives us a purpose beyond what we do every day at work," says Morgan Seaman, senior manager for learning and development at ResearchPoint. "If you extend yourself into the community, it not only has a real impact on people's lives; it also creates a more holistic company. We're using our spare time to give back. And as we grow and are able to free up more time, we can take on even bigger community projects."

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