

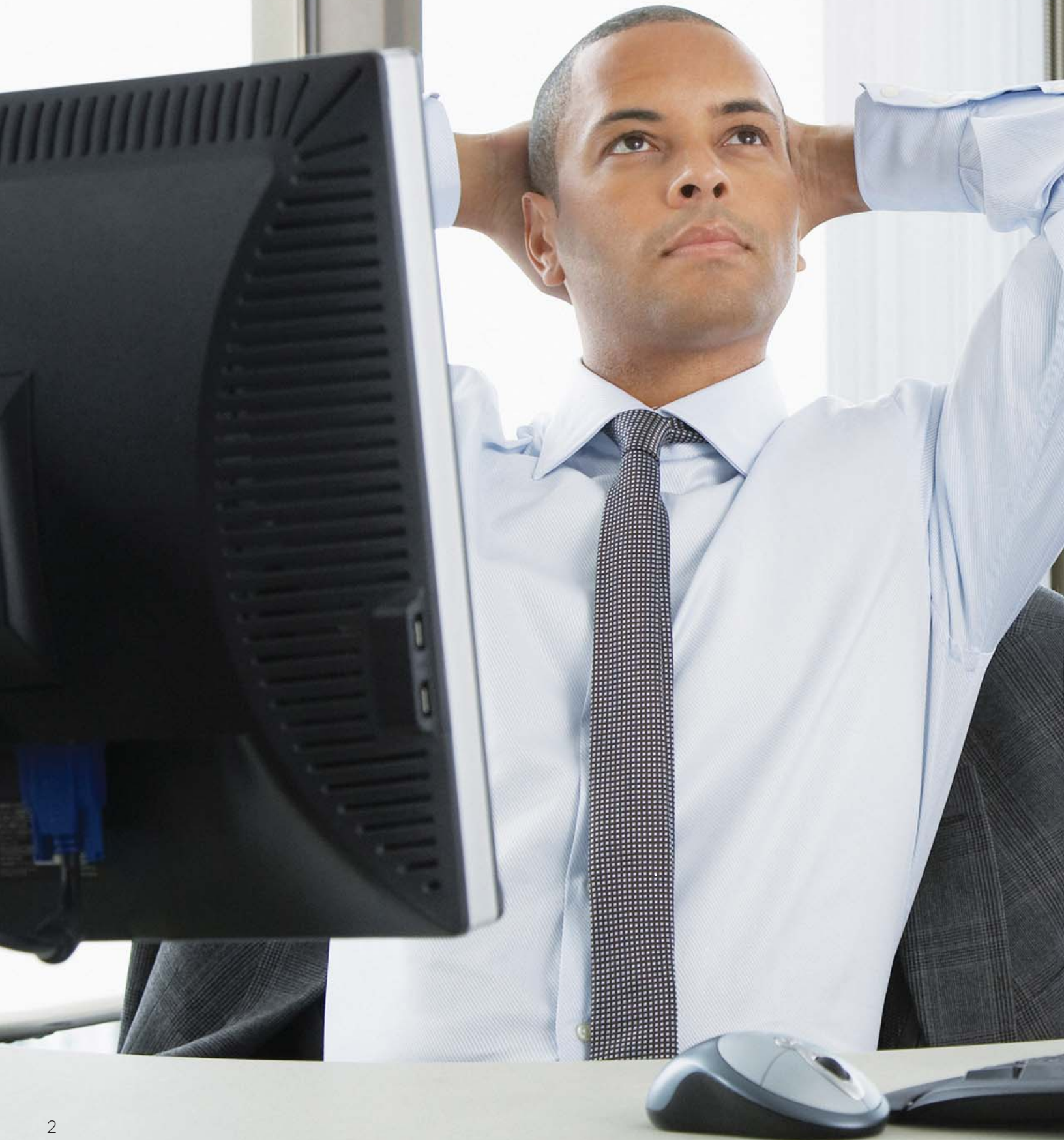


MASTER DATA MANAGEMENT
SOLUTIONS
FOR LIFE SCIENCES

MDM Advance | Customer



SHOW YOUR DATA WHO'S MASTER



Did You Know Poor Customer Data Is Hurting Your Company's Bottom Line?

That's because customer data comes into your company from a multitude of sources and then stored in a variety of applications with little or no integration. This lack of a single, reliable source for customer data translates to challenges affecting business performance, customer service, cost of ownership, and ultimately revenue recognition. Like many life sciences organizations you're facing challenges that include:

- Multiple views of customers
- The inability to leverage the value of all customer touch-points across the company's various business functions
- Duplicate customers, or multiple versions of a customer
- An incomplete vision of customer influences
- Out-of-date customer information

And there are challenges that increase the total cost of ownership of your technology investments including:

- Poor application integration that hinders easy access to accurate, seamless customer data
- Data semantics and schema that differ across those applications
- Numerous legacy systems that currently house data



ENTER CSC'S MDM ADVANCE

Now companies can optimize the management of enterprise-wide data and improve the integration and utility of that data with MDM Advance™. The MDM Advance solution suite helps companies improve data efficiency and effectiveness while minimizing cost and risk to the organization.

The data management focus for many life science companies continues to be the customer — improving customer data access, quality, stewardship and governance. Unlike custom Master Data Management implementations, MDM Advance | Customer is built on the industry leading Siperian platform and enables businesses to leverage a pre-built set of functionality and processes to help you gain more utility of customer data. MDM Advance is based on CSC's deep domain expertise in regulated industries and empowers IT users to easily perform data management processes with greater agility and control. MDM Advance | Customer enables the consolidation and integration of various internal and external customer data sources to create richer, more attributed Master Data.

Investment in Your Application Portfolio Goes Up. Cost of Ownership Goes Down.

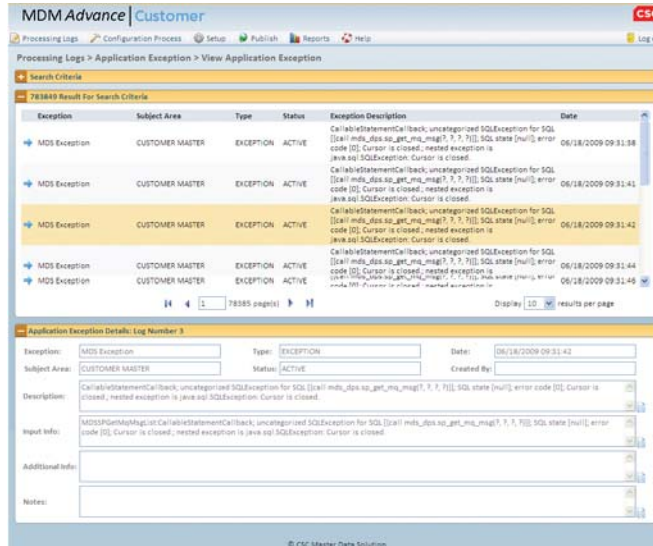
MDM Advance offers benefits that enhance core business processes. These benefits include:

- Consistent, accurate data across the enterprise that creates an integrated application portfolio increasing performance and driving down ongoing maintenance and integration costs.
- “Single version of the truth” or single, consistent view of a customer across multiple applications ensuring business decisions are supported by one reliable source.
- 360° view of a customer by integrating internally and externally available customer touch-point data across all channels.
- Accurate and holistic view of a customer domain based on the complex network of customer relationships including professionals, organizations, and affiliations.
- Regulatory requirement support that reduces the risk of non compliance with SOX, Physician Payment Sunshine Act, and others by using preconfigured workflows.

How Does MDM Advance | Customer Work?

Using an intuitive interface, MDM Advance | Customer offers users an easy way to centralize, manage and monitor the processing of customer data. Users can log into a web-based application that enables a data administrator to set-up and configure work-flows to process source data, configure business rules and monitor the progress and status of job flows. These include automatic notification of job status and basic metric reporting. MDM Advance | Customer adds value to your Siperian software by providing pre-built functionality for greater control to run and process data.

MDM Advance | Customer is focused on automating and streamlining the customer maintenance processes that directly support your business functions including the utilization of professional, organization, and affiliation data.



Touch Point Data Integration

MDM Advance can help companies improve business decisions by integrating available touch-point data across all channels including Rx, Sales Calls, Speaker Programs, Indirect Sales, Direct Sales, and more.

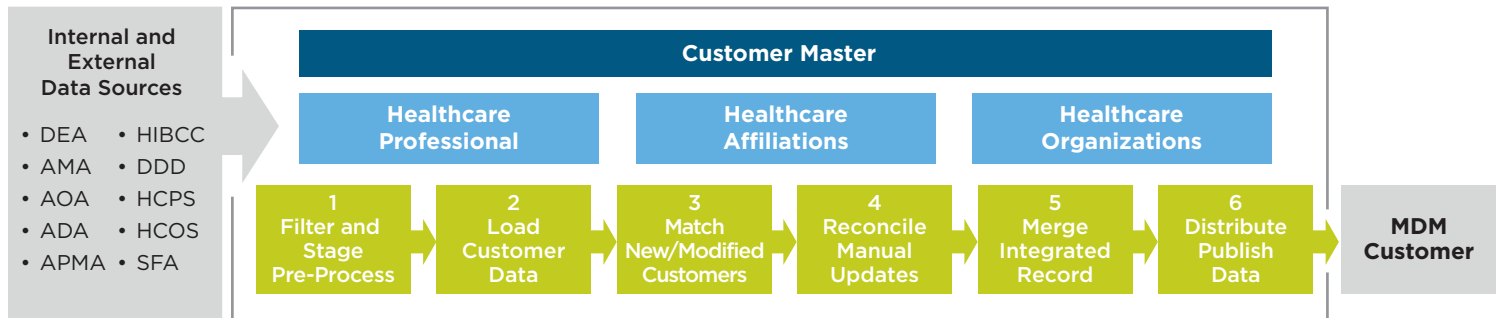
The diagram (right) demonstrates a multitude of touch-points for customer data.



MAXIMIZE THE VALUE OF MDM TECHNOLOGY

Improve customer satisfaction and productivity

We designed MDM Advance to accommodate a diverse set of customer data on industry leading technologies. Our solution can be easily configured to meet your unique business needs.



Efficient

Working in unison with your data warehouse and sales force automation tool, MDM Advance reduces customer data maintenance and complexity by creating an end-to-end and efficient business process.

Simple

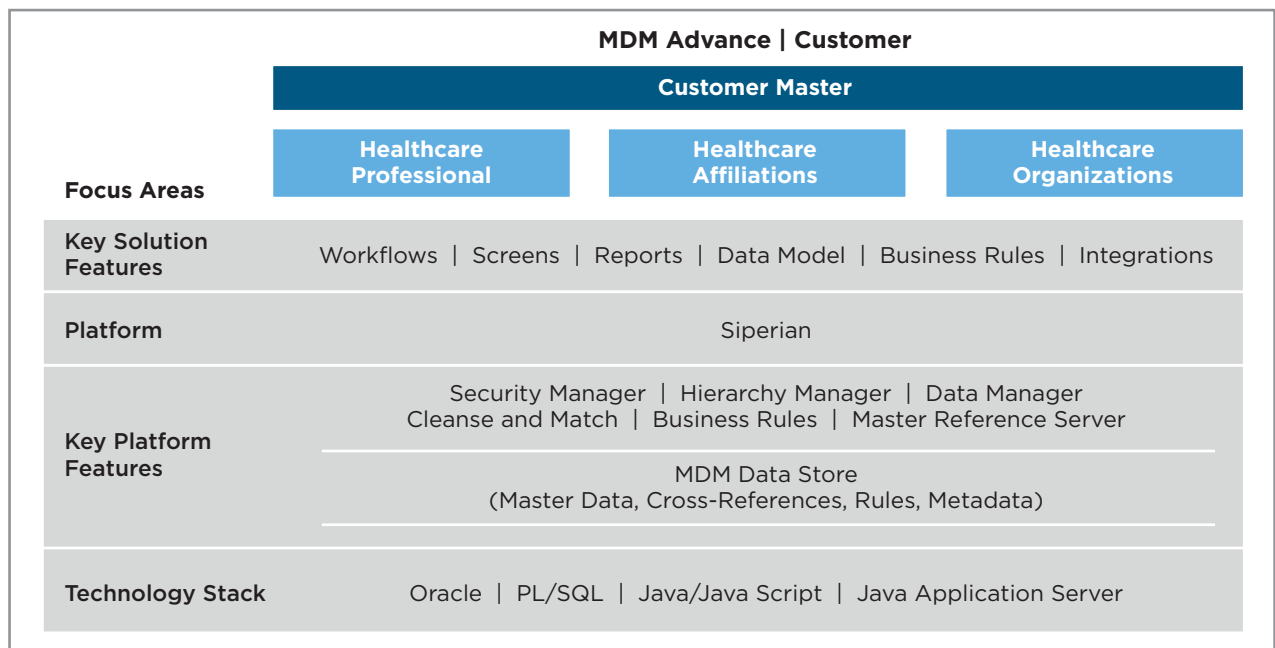
Built on the latest version of Siperian's industry leading platform, MDM Advance leverages the power of Siperian to deliver a simple, easy-to-use application for consolidating and maintaining customer data.

Cost Effective

Containing a library of configurable functionality and data adapters, MDM Advance minimizes costly customization and reduces implementation time.

Optimal

Centered on the concept of integrating lists of customer data, MDM Advance champions data management business processes.



Technically Speaking

CSC offers MDM Advance | Customer with the following solution components that can be configured according to your company's needs.

- Life Sciences Customer Data Model — designed to incorporate any kind of Healthcare Professional, Organization and Affiliation as well as the ability to store Healthcare Professional State License information
- Standard Inbound Interfaces — support batch and real-time inbound data integration which enables communication with customer master
- Real-Time Publishing — real time publishing enables outbound data messages be available to down-stream systems in real or near real time
- Data Quality Services — provide a series of configurable data validation rules to pre-evaluate each record and reject bad data before loading into Siperian's MDM platform technology
- Match Rules — preconfigured match rules based on CSC's domain expertise and MDM experience
- Customer Name and Address Standardization Service — enables other applications within the company to leverage MDM Advance's Customer Master Name/Address Standardization services
- Customer Data Re-Publication Service — provides the ability to re-publish a single or group of customers on demand to downstream applications
- Data Maintenance Services — includes advanced features such as derived business fields and bulk data reconciliation that allow you to easily develop processes that meet your business needs
- Batch Processing Framework — MDM Advance provides a structured, customer specific framework for processing data. In addition to providing a simple and robust method for processing data, this framework provides a consolidated log for processes
- Standard Source Code Adapter — MDM Advance will provide the ability to load Healthcare Professional profile and address data from a generic data source
- Library of Source Adapters — MDM Advance provides a library of source data adapters for automatically loading customer data from industry standard data sources into your customer solutions. Available industry source adapters include:
 - Drug Enforcement Agency (DEA)
 - Health Industry Business Communications Council (HIBCC)
 - American Medical Association (AMA)
 - IMS Healthcare Professional Spheres (HCPS)
 - American Osteopathic Association (AOA)
 - IMS Healthcare Organizational Spheres (HCOS)
 - American Dental Association (ADA)
 - IMS Drug Distribution Data (DDD)
 - American Podiatric Medical Association (APMA)
- Trillium Software Name and Address Standardization Library — Trillium Software is a leader within the technology space for name and address standardization. MDM Advance comes with a preconfigured library of name and address abbreviations and rules (for use with clients leveraging Trillium Software)
- Metrics — MDM Advance will provide baseline metric reporting for performance metrics and load metrics

Why CSC?

Count on CSC as a trusted partner in the development and success of your technology and business strategy. We offer an innovative approach to Master Data Management fashioned by unparalleled domain expertise. With more than 20 years of experience, we've developed powerful solutions that manage the proliferation of master data, increase business productivity, improve timely regulatory reporting and minimize the risk of non-compliance. In addition to deep domain and technical expertise, we offer our clients a flexible world sourcing global delivery model, which reduces costs and improves quality with a combination of on-site, off-site and offshore resources. CSC has extensive experience implementing master data solutions utilizing a variety of technologies, including extensive experience with the Siperian Platform.

For more information on MDM Advance please call 610.251.0660 or e-mail lifesciencesinfo@csc.com.

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About CSC

The mission of CSC is to be a global leader in providing technology-enabled business solutions and services.

With the broadest range of capabilities, CSC offers clients the solutions they need to manage complexity, focus on core businesses, collaborate with partners and clients, and improve operations.

CSC makes a special point of understanding its clients and provides experts with real-world experience to work with them. CSC is vendor-independent, delivering solutions that best meet each client's unique requirements.

For 50 years, clients in industries and governments worldwide have trusted CSC with their business process and information systems outsourcing, systems integration and consulting needs.

The company trades on the New York Stock Exchange under the symbol "CSC."

www.csc.com