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"Thanks to TIBCO Spotfire and Attivio, BD Live! facilitates data-driven decision making – a major transformation for the life sciences industry. Being able to follow and see industry changes in real-time gives our customers a huge strategic advantage."

**Brigham Hyde, Ph.D., Co-founder and Managing Director
Relay Technology Management**

Relay Technology Management is a life sciences trend analytics and business intelligence software provider. The company's Relay Innovation Engine software platform powers BD Live! to support business development and corporate strategy professionals in the life sciences industry to confirm the attractiveness of assets under consideration, identify KOLs, and unearth new technologies.

## DEPLOYMENT SUMMARY

Relay TM's Business Development Live (BD Live!) is a real-time business intelligence and data visualization solution for life sciences professionals, built on the TIBCO Spotfire® and Attivio analytics platforms. BD Live! aggregates and visualizes structured and unstructured data from a comprehensive list of sources, including clinical trial data, drug profiles and targets, as well as researchers and institutions, putting data discovery in the hands of the business user for unprecedented insight.

# Relay Technology Management Develops Biopharma Industry's First Unified Solution for Real-time Business Intelligence and Data Visualization

"Bloomberg of the Life Sciences Industry" Platform Combines TIBCO Spotfire® Analytics Platform and Attivio's Active Intelligence Engine® for an Unprecedented Connection Between Business Concepts and Biology

The life sciences industry has no shortage of information technology companies that provide business development executives with piles of raw data on everything from targets and clinical trials to researchers and institutions. The data sources – such as PubMed papers, press releases, SEC documents, NIH funding announcements, and patent info – are many and disparate.

The challenge lies in tying together the abundance of structured and unstructured data assets in a meaningful way in order to make strategic decisions on licensing opportunities, identify industry thought leaders or perform robust competitive analysis.

## TURNKEY SOLUTION FOR BUSINESS DEVELOPMENT AND CORPORATE STRATEGISTS

Relay Technology Management (Relay TM) has solved this problem by launching Business Development Live (BD Live!), a unified data visualization, comparative asset analysis, and trend monitoring platform for the life sciences industry. BD Live! is a one-stop shop for business development and corporate strategists at life sciences companies to easily identify and evaluate assets, as well as find the most appropriate partners and key opinion leaders (KOLs). BD Live! customers include Pfizer, Cubist Pharmaceuticals, and Stromedix (acquired by Biogen Idec).

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The Power of Now®

## THREE CHALLENGES FACED BY BIOPHARMA BUSINESS DEVELOPMENT PROFESSIONALS:

1. **How do I structure the data?** It's daunting, if not impossible, to make objective analyses based on spreadsheets, xml, SQL, and raw text from emails, Word documents, and PDFs from multiple sources of internal and external data, both unstructured and structured. Attivio's Unified Information Access (UIA) platform makes this possible seamlessly.

2. **What's the question I want answered?** Then there's the challenge of analyzing data for meaningful insights for different stakeholders within a company. Bioinformatics scientists can deal with the heavy data, but it also needs to be meaningful to their business development colleagues. A connection has to be made between biological concepts and the business terms. Relay TM's proprietary business/scientific ontologies and natural language processing enable machine learning-driven hypothesis analysis across multiple conceptual dimensions.

3. **What do I want the data to look and feel like?** Finally, the application needs to be accessible and facilitate self-discovery, as well as provide the ability to evaluate ideas without having to re-run reports and risk using stale information. Relay's data analysts are able to leverage the power of the Spotfire analytics platform's rich data visualization toolbox to create an intuitive, live, and search-driven data exploration tool that delivers "the answer" not just data for data's sake.

BD Live!, a Software-as-a-Service (SaaS) solution, eliminates the need for wading through spreadsheets and spending weeks to create analyses that are stale as soon as they are available. The platform aggregates and instantly visualizes more than 27 million data points in real-time representing a combination of scientific and business literature, technology transfer data, and clinical trial data.
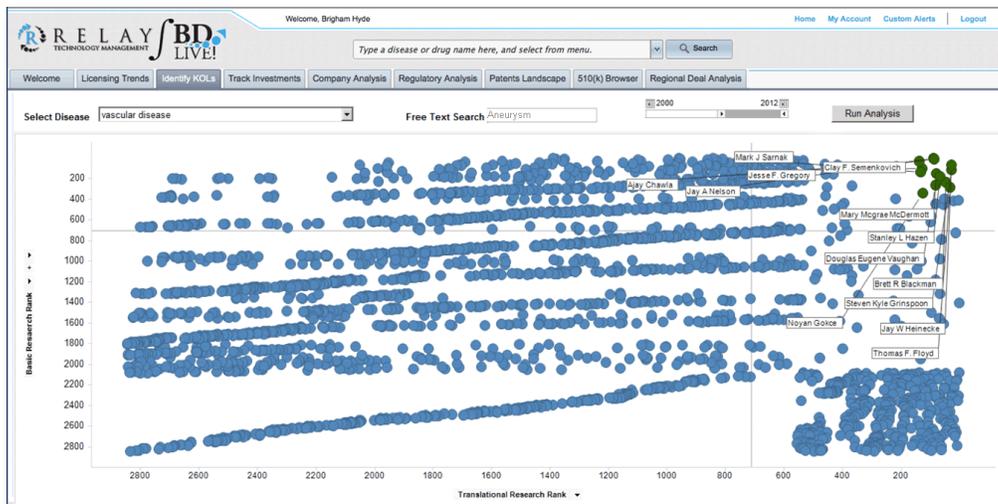
### COMBINING BEST-IN-CLASS VISUALIZATION-BASED DATA DISCOVERY AND UNIFIED INFORMATION ACCESS

In developing BD Live!, Relay TM sought a high-performance platform with text analytics and scalable index functionality. After evaluating a number of technologies, it selected Attivio's Active Intelligence Engine® (AIE®) for its scalable, data agnostic, unified information access platform, SQL support and drivers.

Incorporating into BD Live! the ability to visualize the data in a meaningful way was essential to communicate the meaning of the back-end to users. Relay TM chose TIBCO Spotfire® analytics as the front-end for BD Live! over other data visualization players they evaluated (such as Tableau and QlikTech), because, as a platinum certified Attivio partner, it can connect directly to AIE so it can perform free text queries to search documents directly, and it connects to R for statistical modeling – a combination unavailable on any other platform that was essential for creating meaningful insights for customers.

As a platinum partner, TIBCO Spotfire is the only business intelligence and analytics platform that has been authenticated by Attivio to present, analyze, access and leverage AIE's AI-SQL capabilities to provide data visualization, enhanced analytics of unstructured content and intuitive search and discovery, all in the same dashboard. "Being able to deliver a streamlined approach without having to build an intermediate infrastructure was critical to our go-to-market strategy," says Brigham Hyde, Ph.D., co-founder and managing director of

This BD Live! scatter plot helps the user quickly identify a KOL in a particular disease area – in this case, aneurysms.

Relay TM. "Spotfire and Attivio enabled us to overcome a major challenge – the ability to free text search through document sets directly, which allows users to create custom cuts of data visualizations."
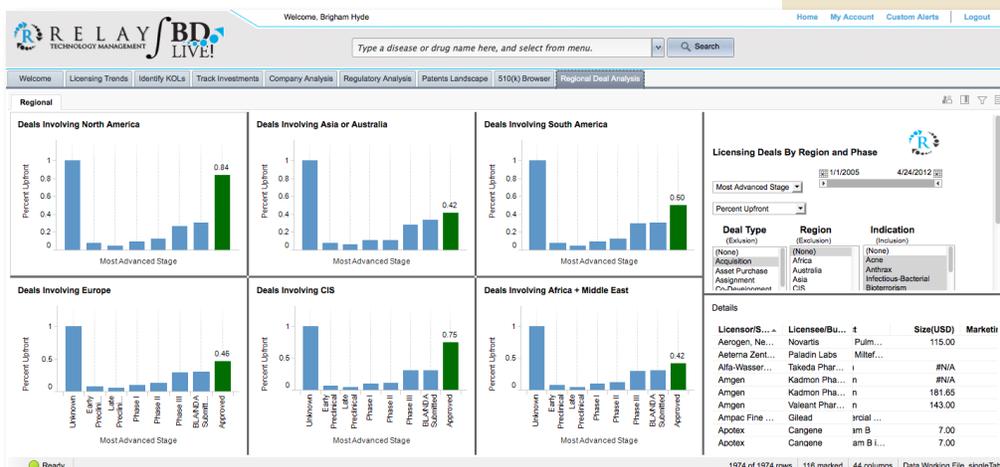
How it works: Relay TM writes an ingest for the data source which is added to the Attivio AIE index. AIE is connected to the R statistical program for powerful mapping concepts and text mining-driven correlations. The Spotfire analytics platform connects directly to R, essential for driving hard quants and uncovering deeply hidden relationships and trends. Relay TM developed proprietary ontologies and algorithms featuring calculations that are based on the presence of key phrases. A phrase searched for in the Spotfire front-end, determines the value of the documents returned in search results.

## PUTTING DATA DISCOVERY IN THE HANDS OF THE USER

BD Live! comes with three live-updating custom dashboards in the base subscription, though additional custom dashboards are available at any point. Each dashboard answers a question requested by the customer such as "Who are the best gram negative anti-bacterial researchers?", "What's the historical licensing trend for a given drug and what does it mean for how I should be structuring current deals?", "What are the emerging molecular targets for rheumatoid arthritis?", or "From a regulatory perspective should I develop biologics, like peptides or antibodies, or should I develop small molecules?" With one click the user can drill into a visual presentation of the results to explore data sets in really intuitive ways," notes Hyde.

## THE "BLOOMBERG OF THE LIFE SCIENCES INDUSTRY"

Relay TM aspires for BD Live! to become the life sciences industry's version of Bloomberg's financial analytics services and news platform with its real-time, analytical, and customizable dashboards on drug profiles and targets, researchers and institutions. Armed with the latest data, life sciences professionals can rapidly compare related categories, such as emerging drug targets and approaches in a particular therapeutic area. The system is also scalable and deployed for use with internal user data, providing an interface and analysis tool that marries internal know-how and data with external trends. "Thanks to TIBCO Spotfire and Attivio, BD Live! facilitates data driven decision making – a major transformation for the life sciences industry," says Hyde. "Being able to follow and see industry changes in real-time gives our customers a huge strategic advantage."

BDLive! users can splice transactional data in real time to interrogate deal trends, removing episodic manual data curation from the internal workflow.



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Attivio's Active Intelligence Engine integrates and correlates structured data and unstructured content in ways never before possible – revealing not only "what" trends have occurred, but also "why" they took place – to provide the business agility and breakthrough insight required to seize opportunities, solve challenges and fulfill your strategic vision. www.attivio.com

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**TIBCO Software Inc.** (NASDAQ: TIBX) is a leading independent business integration software company and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

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