

ELAN SOFTWARE SYSTEMS

2008 European Pharmaceutical Manufacturing Execution Systems Customer Service Leadership Award



“We accelerate growth”

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Award Description

The Frost & Sullivan Award for Customer Service Leadership is bestowed upon the company that has demonstrated excellence in customer service leadership within its industry. The recipient company has shown tremendous responsiveness to customer needs and has continually focused on long and short-term customer profitability goals. In addition, the recipient company demonstrated flexibility in tailoring its product offerings to suit customer businesses. The recipient company has possibly developed and implemented innovative customer care systems that set unprecedented standards for customer interaction, timely response, and/or attention to customer needs.

Research Methodology

To choose the recipient of this Award, the analyst team tracks industry participants and monitors their customer service methods on an ongoing basis. The Award recipient is selected based upon extensive research collected from key market participants, secondary and technology sources, and customer interviews. Collected data is then cross tabulated to identify the number one ranking company.

Measurement Criteria

In addition to the methodology described, there are specific criteria used in determining the final ranking of competitors in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Responsiveness to customer needs
- Monitoring and addressing customer feedback
- Providing value-added technology and services
- Implementation of new technologies to improve customer service
- Innovative customer service and customer contact strategies
- Unique customer experience management



The 2008 Frost & Sullivan Award for Customer Service Leadership, in the Manufacturing Execution Systems (MES) product segment for the European pharmaceutical market is presented to Elan Software Systems (Elan). Elan has demonstrated excellence in customer service through its well established customer partnership approach, its efficient and effective customer feedback mechanism and its highly customer-oriented service strategies.

Solutions Dedicated to the Life Sciences industry

With more than 20 years of experience in the regulated industries, Elan has a deep and robust understanding of the various processes within the pharmaceutical industry. Elan acknowledges the various challenges, such as the need for meeting stringent regulatory compliance and improving operational efficiency, faced by the pharmaceutical industry.

The ISA 95-compliant XFP-MES Suite is Elan's offering to meet the specific requirements of its customers. A scalable and flexible solution, the XFP-MES Suite brings intelligence into manufacturing. It allows pharmaceutical manufacturers to improve their overall manufacturing processes by making their design, execution, monitoring, control and analysis processes more efficient. This ultimately results in increased visibility and optimised operational processes.

Heightened Customer Satisfaction

Elan's strong reputation as a reliable and dedicated MES supplier, especially within the regions of France and Southern Europe, is also due to the well-deserved customer word-of-mouth references. Dedicated support teams, with extensive background expertise in the pharmaceutical processes, function via phone, e-mail, on-site and through Elan Software On-line Customer Support Centre. Elan assigns a personal identification card number to its customers allowing its technical support team to easily and promptly identify the customer and cater to their requirements. In case of severe incidences, Elan has the ability to respond to the customer in less than four hours. This proves the high level of responsiveness that Elan has towards its customers and identifies Elan as very easily approachable by its customers.

Effective customer contact is also established through the XFP User Club, which conducts annual events providing customers with an opportunity to exchange their experiences with the XFP-MES solution among themselves as well as with Elan. This event also presents Elan with the opportunity to instill greater confidence in its customers by discussion the company's goals and road map to achieving those goals in the coming year.

Value Addition through Services

Elan places firm emphasis on providing classic services of project scheduling, including services such as project scope determination, time and budget estimation, solution deployment and integration, as well as maintenance and expansion of the XFP-MES solution where required.

Realising the importance that training holds in optimal performance of the solution, Elan provides comprehensive and detailed training services at various levels to the customers to facilitate ease of use of the

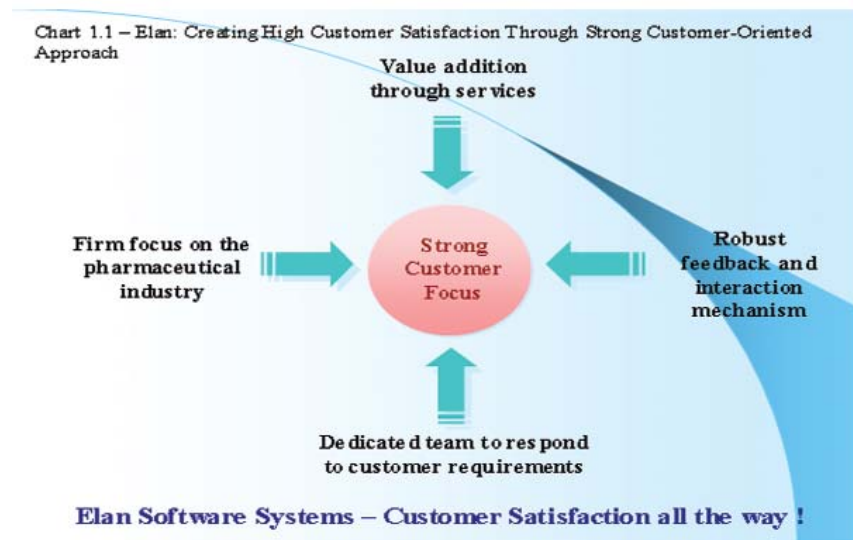
solution. In addition to standard training services covering all the functionalities of the solution, Elan also provides customised training solutions for various XFP modules enabling customers to attain maximum benefits from implementing the XFP-MES Suite or individual modules.

Further adding value to the customers, Elan also provides in-depth validation services encompassing all aspects such as performing risk assessment of the customer's manufacturing processes, creating validation plans along with developing the Installation Qualification (IQ) file, Operational Qualification (OQ) file and the Performance Qualification (PQ) file. Elan issues a validation report at the end of its validation process to support the customer in successfully meeting regulatory compliance.

Strategic Partnerships with Customers and for Customers

Elan has historically emphasised its focus on evolving its product line in alliance with its customers. This has been proven by its initial partnership with Sanofi (now Sanofi-Aventis) – a major pharmaceutical company – to develop the weighing and dispensing module of the XFP-MES Suite and by many ensuing partnerships with pharmaceutical giants such as Johnson & Johnson, Takeda and Baxter to develop its best-of-breed XFP-MES Suite.

Chart 1.1 depicts the strategies adopted by Elan Software Systems to provide commendable customer services.



Source: Frost & Sullivan

Conclusion

High customer satisfaction achieved due to a dedicated focus towards developing innovative and laudable customer service strategies and successfully implementing them, besides providing the best-of-breed XFP-Suite, makes Elan Software Systems a worth recipient of the 2008 Frost & Sullivan Award for Customer Service Leadership in the Manufacturing Execution Systems (MES) product segment for the European Pharmaceutical market.

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 Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices 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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