

The Brimstone logo is displayed in a white, lowercase, sans-serif font against a dark blue background. The background features a subtle, light blue curved line and a vertical strip on the right side showing a close-up of a modern building's glass and steel facade.

brimstone.

To know is to win.

Brimstone Presentation

Microsoft Health & Life Sciences Developer & Solutions
Conference, April 22-24, 2008 Sheraton Atlantic City, NJ

by
Lars Vida

WHO ARE WE?



Team

- 200+ Man years experience of
- CRM & Knowledge Management
- Life Science and Consumer Goods



Microsoft Business Solutions
ISV/Software Solutions

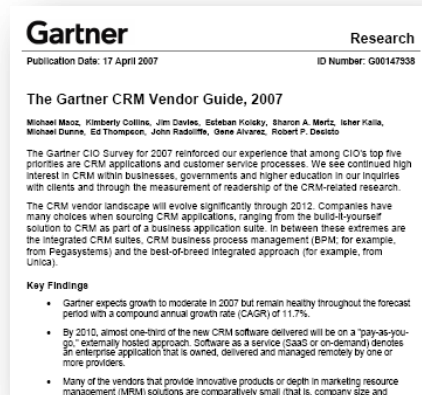
Strong Microsoft alliance

- Strategic ISV for CRM
- Managed partner in both EMEA and US



Awards

- Life Science Innovation Award
- .Net Award



Industry recognition

Gartner acknowledge of Brimstone in 2007:

- Microsoft CRM Strategy for Biopharma Revealed and Evaluated, 12 December 2007
- MarketScope for Sales Force Automation in the Consumer Goods Industry, 2H07, 16 November 2007
- The Gartner CRM Vendor Guide, 2007, 17 April 2007

WHAT WE DO



WHAT WE OFFER

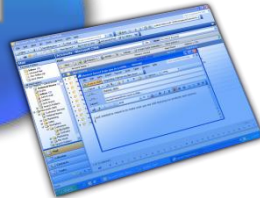
**Industry
Specific**
- Life Science

Enterprise functionality
- Brimstone CRM Enterprise -

Platform & Technology
- Microsoft Dynamics CRM -

WHAT'S IN MICROSOFT DYNAMICS CRM?

Works the way you
do



- MS Outlook & Office integration
- Role-based
- Online, Off-line & Mobile

Works the way your
business does



- Full CRM Suite
- Dynamic Workflow Engine
- Agile to your business needs- not the opposite

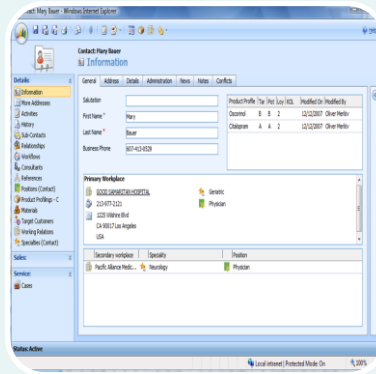
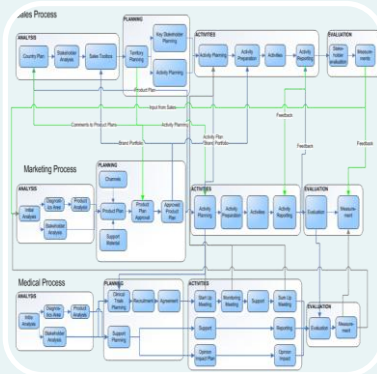
Works the way IT
should work



- Integrated Security with Active Directory
- On-Premise , Hosted, 22+ languages
- Easy admin tools to manage and develop the solution – lower costs and faster implementations
- Leveraging on existing Microsoft technology stack and resources

“Through 2009, Microsoft CRM will grow revenue at more than 100% per year to become the fourth-largest CRM vendor by year-end 2007” – Gartner Group 2007

WHAT'S IN BRIMSTONE ENTERPRISE?



Information structure, roles & Processes needed for the enterprise

More than 110 entities added (Microsoft CRM has 60 in standard package)

Extended functionality to work in a n enterprise environment

Including
Call center Booking module
Sales Call Planning
Order management
Activity Reporting
Trade Promotion
Targeting
Virtual Earth integration
Dashboards and KPI:s

Unique Functionality Including:

Decision Maker
Network & visualization tools,
Sales Force & Workforce Management
Field Level Security
Multi-contact Reporting
News Agents

Multichannel functionality including:

Public Internet & extranet Content management
Case Management
Order Entry management
E-detailing
Business Community
360-view and full Multichannel capabilities

WHAT'S IN BRIMSTONE LIFE SCIENCE?



Data Reduction Systems
Information Management Solutions

PROSCAPE
TECHNOLOGIES

Life Science add-ons

- DRS – Digital Signatures
- Proscap – Closed Looped Sales & marketing

Life Science Business Logic

- Pre-defined roles
- Information structure (Cegedim)

CRM Platform

- Brimstone Enterprise
- Microsoft Dynamics CRM



WHO ARE OUR CUSTOMERS IN LIFE SCIENCE?

- Atos Medical
- Biogen Idec
- Biovitrum
- Diaverum
- Exinit Diagnostics
- H Lundbeck
- Genovis
- Ludesi
- Middelfahrt
- Sanofi Aventis
- Phadia

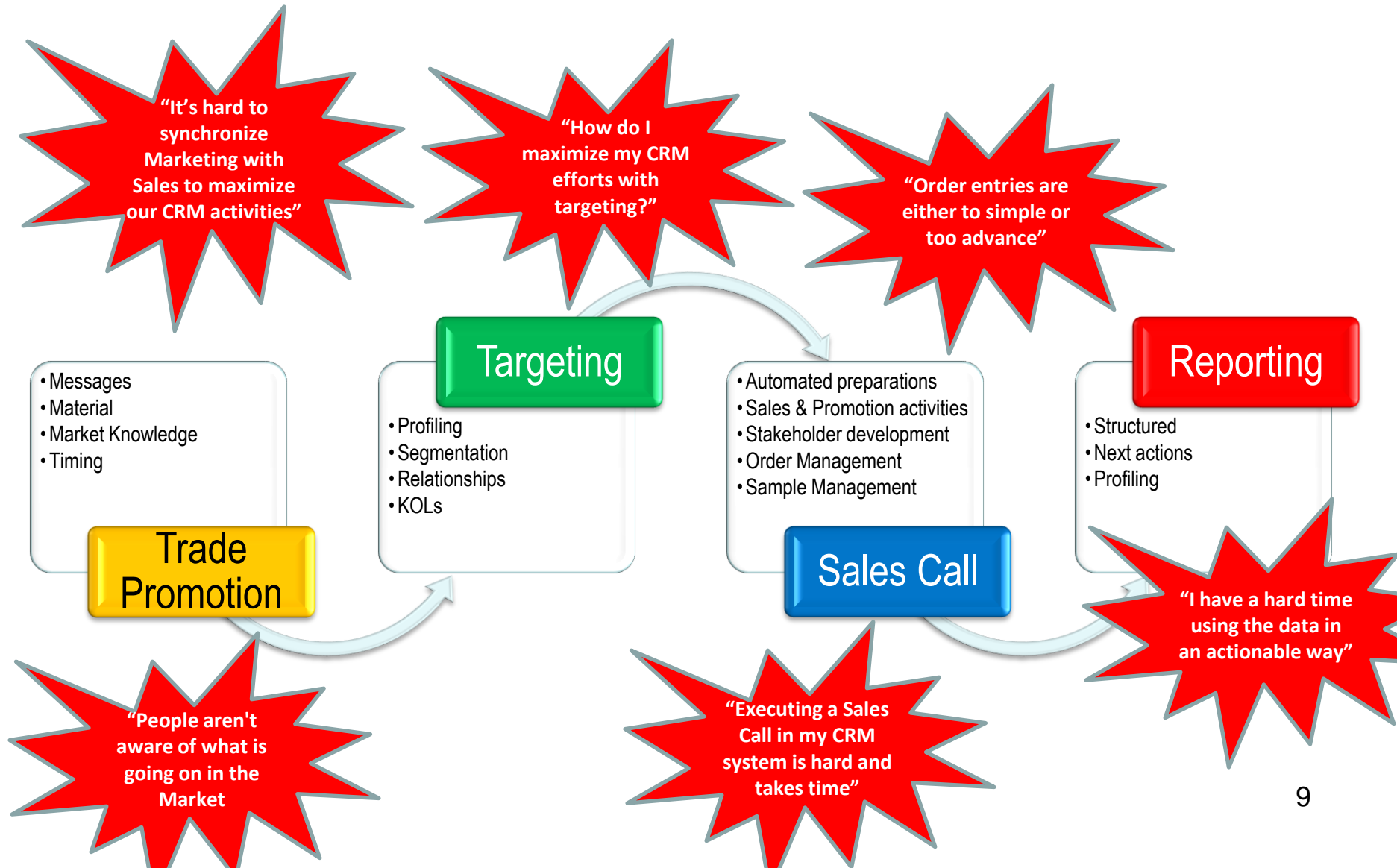


biovitrum.



Phadia

BRIMSTONE SOLUTION OVERVIEW



TRADE PROMOTION

- Time-Based
- Market Intelligence
- Messaging
- Targeting
- Activities
- Products to promote
- Sales Materials
- Report formats

http://194.16.64.51/?id={70C7F8D5-B74F-DC11-B33C-0003FFF50962}&etc=10008 - Product Campaign: In - Windows Internet Explorer

File Actions Help

Save and Close Send E-mail Follow Up

Product Campaign: Indian Tea 2007

Details:

- Information
 - Activities
 - History
 - Weighted Actions (...)
 - Products (Product ...)
 - Target Lists (Produ...)
 - Actions (Product C...)
 - Sales Tools (Produc...)
 - Questions (Product...)
 - Commented Action...
- Sales:
 - Activity Reports

General Notes Admin Statistics Overview

Code: CRM AUT 1

Name: Indian Tea 2007

Time Frame: Default Time Frame

Description:

Overview

Type	Code	Product Name	Sort Order	Name
Product		Darjeeling		1st Line
Product		White Tea		2nd Line
Action				KOL development
Action				Branding focus
Sales Tool	A1	White Tea		Presentation A1-07
Sales Tool		White Tea		MS CRM Product Sheets
Commented Action				Price

Status: Active

Done

Trusted sites | Protected Mode: Off | 100%

TARGETING

- Profiling
- Segmentation
- Relationships
- Social Networks
- KOLs

The image displays three screenshots of Microsoft CRM 3.0 interfaces, illustrating targeting capabilities.

Top Screenshot: Target List: New Tea introduction
This screenshot shows a table of target customers for a 'New Tea introduction' campaign. The table includes columns for Name, Workplace Name, Workplace City, and Area Name.

Name	Workplace Name	Workplace City	Area Name
New Tea introduction	Safeway Deli	Los Angeles	
New Tea introduction	Wal-Mart	Los Angeles	
New Tea introduction	Wal-Mart Tea Department	Los Angeles	
New Tea introduction	Wilshire Stadium		
New Tea introduction	Wilshire Stadium No		
New Tea introduction	Wilshire Stadium So		
New Tea introduction	Woolworth		

Bottom Left Screenshot: Visualizer
This screenshot shows the Visualizer tool, which displays a network diagram of relationships between various entities. The diagram includes nodes for individuals (e.g., Heather R. Ely, Deborah V. Boyd, Tiffany Dahlgren) and organizations (e.g., GOOD SAMARITAN HOSPITAL - Psychiatric, Cedars-Sinai Medical Center - Psychiatric, Century City Doctors Hospital - Psychiatric). The Visualizer Assistant on the right provides options to visualize objects, clear view, save as new, and view snapshots.

Bottom Right Screenshot: Saved Views
This screenshot shows the Saved Views tool, which allows users to create and manage views of their data. The 'Look for' field is set to 'Accounts I am meeting the coming 7 days'. The 'Select' section shows a hierarchy of activity parties (Party, Appointment, Activity) with various filters and options.

SALES CALLS

- Automated preparations
- Sales & Promotion activities
- Stakeholder development
- Order Management
- Sample Management

The screenshot displays the Microsoft CRM 3.0 interface within a Windows Internet Explorer browser window. The main window shows a 'Planning' view with a calendar for the week of May 21-27, 2007. A table of appointments is visible, listing times, types (e.g., Group Meeting, Face-to-face Meeting), subjects, durations, and statuses (Scheduled).

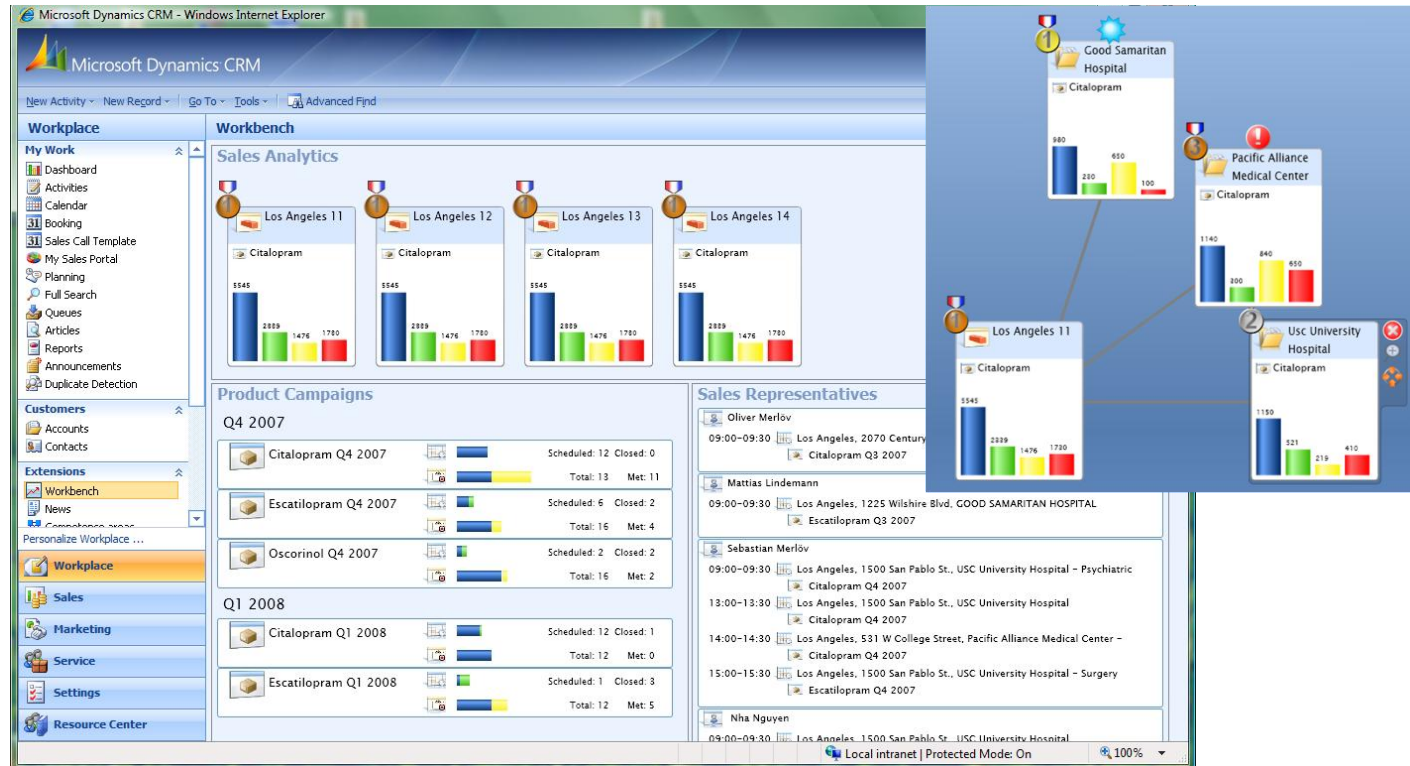
An 'Activity Report' window is open, showing details for an appointment at 'Los Angeles, 531 W College Street, Safeway'. The report includes fields for Name, Product Campaign (Chinese Tea 2007), Owner, Created On, and Modified On. It also lists attendees, with 'James Andersson' selected. The status at the bottom is 'Active'.

Time	Type	Subject	Duration	Status
2007-05-21 Monday				
08:30 - 10:30	Group Meeting	Pueblo, 1896 Snider Street, Herbert S. Morgan	2h	Scheduled
12:00 - 14:30	Group Meeting	Ola, 1771 Midway Road, Corey L. Lane	2h-30min	Scheduled
17:30 - 04:00	Group Meeting	Los Angeles, 1500 San Pablo St., USC University...	10h-30min	Scheduled
22:30 - 23:00	Group Meeting	Los Angeles, 531 W College Street, Pacific Alli...	30min	Scheduled
23:00 - 23:30	Group Meeting	Los Angeles, 531 W College Street, Pacific Alli...	30min	Scheduled
2007-05-22 Tuesday				
01:30 - 02:00	Group Meeting	Los Angeles, 531 W College Street, Pacific Alli...	30min	Scheduled
2007-05-23 Wednesday				
09:30 - 12:30	Face-to-face Meeting	Casper		
14:30 - 15:30	Face-to-face Meeting	Marlet		
2007-05-24 Thursday				
00:00 - 02:30	Face-to-face Meeting	Throck		

Name	Product	Importance
Lapsang Souchong	Chinese Tea 2007	1st Line
Gunpowder	Chinese Tea 2007	2nd Line

REPORTING, ANALYTICS & CRM MANAGEMENT

- > Structured
- > Next actions
- > Planning & follow up



BRIMSTONE STORIES OF CUSTOMER BENEFITS



Phadia

- High end-user adoption
- Increased sales transparency and performance

- Targeting and developing stakeholder networks
- From Products to Solutions

- Delivered in less than 3 months
- Role-based



MORE INFO...

Locations

HQ – Malmö, Sweden

Brimstone International AB
Södra Förstadsgatan 2
SE-211 43 Malmö Sweden
Phone: +46 (0)40 10 78 00
Fax: +46 (0)40 10 78 01

USA - office

Brimstone Software Americas Inc.
885 Second Avenue, 45th floor
New York, NY 10017
Phone: +1 212-486-1441
Fax: +1 646 390 9689

Stockholm, Sweden

Kista Science Tower
SE-164 51 Kista

WWW.BRIMSTONE.NET

THANK YOU FOR LISTENING



CONTACT US!

Lars Vida

Sales & Partner Director / Partner

lars.vida@brimstoneint.com

Business: +46 40 10 78 04

Mobile: +46 702 36 65 02