



# *first* | Point™

First in Life Sciences

First in Content Management

First in Customer Satisfaction



Tired of rigid and complicated software?

Are you looking for a sophisticated application that's simple and flexible?

One that everyone can use?





## **It's time to re-examine your Enterprise Content Management (ECM) paradigm**

Studies have shown that most pharmaceutical organizations are struggling with common content management challenges:

- Difficulty managing global and disparate repositories
- Dealing with multiple vendors for complicated customizations
- Costly upgrades with no clear path for users on outdated versions
- Lack of user adoption and poor return on investment

Not quite what well intentioned companies envisioned for ECM.

However, forward thinking companies are exploring more practical approaches to better enabling partner connections, developing customer relations, driving innovation and improving operations in their increasingly complex, technical environments.

The stakes are high, but the costs shouldn't be. How can your company leverage its existing ECM investment, while making progressive and measurable changes to your business?

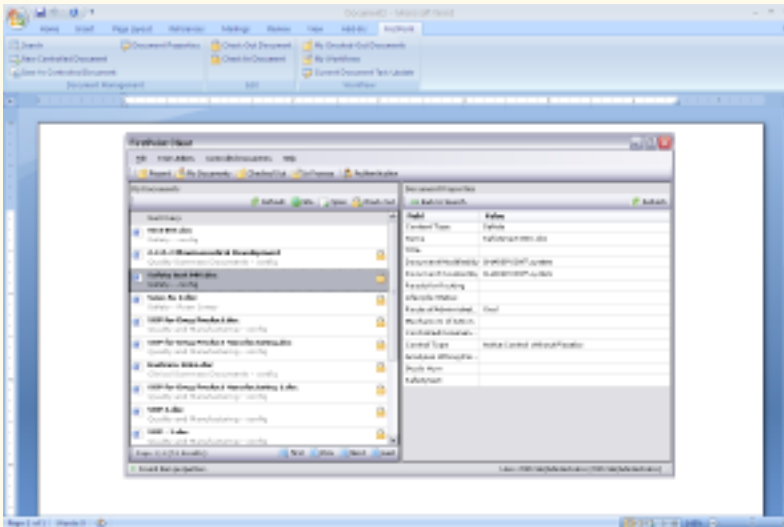
The time has come to take a fresh look at the corporate vision for ECM and benefit from FCG's experience gained over the past decade of ECM in life sciences.

**Enter FirstPoint™**

## FirstPoint is an ECM solution everyone can use

As the ECM solutions market leader in the life sciences industry, we understand your need to reduce the complexity of your enterprise documentation management tools. That's why we developed FirstPoint™, a flexible and scalable Microsoft® Office-based application (OBA). Preconfigured to meet the needs of your entire life sciences organization — from R&D to marketing & sales to secure external collaboration — FirstPoint can be deployed across a global pharmaceutical organization as easily as it can for a local biotechnology company. And, FirstPoint can be further configured to meet your specific and dynamic business requirements.

FirstPoint addresses the needs of the new life sciences technology paradigm head on — a user-friendly, enterprise-class application that utilizes ubiquitous Microsoft Office tools. Leveraging Microsoft Office SharePoint® Server (MOSS) 2007, FirstPoint allows you continued access to your existing investments through federated metadata, while capitalizing on our software innovations and industry-leading best practices. FirstPoint is a technology that will champion — not deter — enterprise performance.



*Users enjoy full document management functionality from within their familiar Microsoft Office applications. This eliminates the necessity for users to access multiple applications to be engaged in workflows, search, view, and change documents — it can all be done within Office.*

**“FCG is acknowledged as a leader** in providing content management solutions and the combination of its expertise with the power, flexibility and scale of the Microsoft platform can make this a game-changing solution for the industry.”

**Paul Mattes**, *Managing Director, Health & Life Sciences Industry Group, Microsoft Corp.*

## **FirstPoint Value: The Standardized and Integrated Enterprise**

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R&D/  
Non-Clinical

R&D/  
Clinical

Regulatory  
Affairs

Quality &  
Manufacturing

Marketing  
& Sales

Operations

Cross Functional Teams — External Partner Collaboration

Business Process Management — Corporate Governance

Enterprise Search — Metadata, Text, People

Integrated Enterprise Libraries - Uncontrolled/Controlled

*FirstPoint's rules based, configurable workflow engine can facilitate collaborative processes across a myriad of functions often overlooked in ECM deployments. Value is realized through extensive automation of what were once time consuming and counterproductive practices. FirstPoint delivers a superior user friendly product to manage all of your documents — from non-regulated to highly regulated content.*

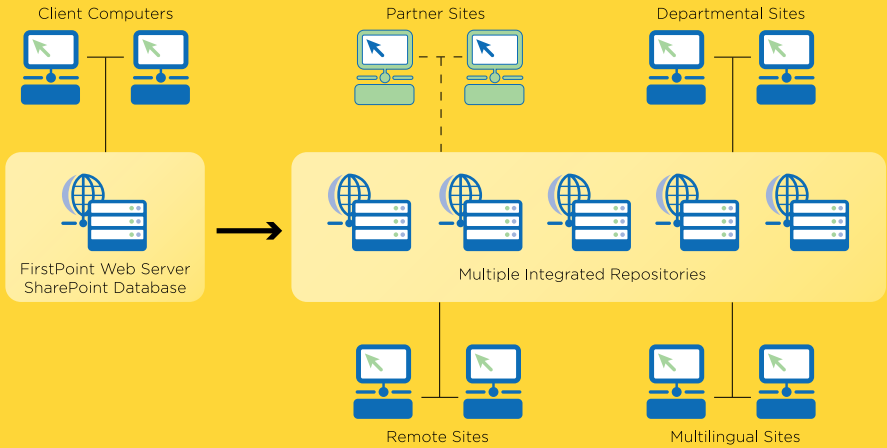
## FirstPoint Enterprise Collaboration

KEY FEATURES	BENEFITS
Enterprise Libraries	Centralized store for all enterprise documentation
MS Office Integration	Simplified user experience and rapid adoption
Integrated Search	Easily accessible, mission critical information
Workflows	Automated collaborative processes and improved productivity
Portals	Enterprise, departmental, and external partner information sharing
Team Sites	Cross functional collaboration with internal employees as well as with external business partners
External Partner Collaboration	Ease of integration with the entire pharmaceutical value chain

## FirstPoint Regulated (Controlled) Document Management

KEY FEATURES	BENEFITS
Document creation, review, approval, and distribution all in a controlled Office environment	Automation and simplification
Metadata driven rules engine for document workflows, document life cycle management, and submission assembly	System flexibility and ease of use
Audit trails, electronic approval, document life cycle based security, and validation package	FDA 21 CFR Part 11 compliance
Controlled departmental libraries	Tighter control, better governance and scalability
Guided Paths™ or user defined pop up "wizards"	Familiar Office experience to drive productivity
Predefined and configurable reports exportable to PDF, Excel, CSV, and HTML	Ability to identify bottlenecks in a variety of workflows
FCG Best Practices	Preconfiguration of content types and templates by functional area out-of-the-box

## FirstPoint — a Flexible and Scalable Enterprise Solution



*FirstPoint will benefit companies of all sizes whether just beginning to develop an ECM strategy or looking for greater efficiency and improved productivity.*

**FirstPoint** is a simple, sophisticated enterprise content management solution that everyone can use.

## About FCG

FCG is a leading provider of outsourcing, consulting, systems implementation and integration services, and proprietary software products for healthcare, pharmaceutical, and other life sciences organizations throughout North America, Europe and Asia. Through combinations of onsite, offsite and offshore outsourced services, FCG provides low-cost, high-quality offerings to improve its clients' performance. The firm's consulting and integration services and proprietary software products increase clients' operations effectiveness with and through information technology, resulting in reduced costs, improved customer service, enhanced quality of patient care, and more rapid introduction of new pharmaceutical compounds.

Contact us to see how FirstPoint can help your organization enjoy the benefits of a truly integrated, collaborative, and compliant environment.



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*Partner*