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DecisionView Unveils the Next Generation of Clinical Trial Software: StudyOptimizer 4.0

Web-based Software Significantly Improves Patient Recruitment Process

SAN FRANCISCO – October 21, 2008. DecisionView, Inc., the leading provider of software solutions to optimize clinical trial performance for life sciences companies, today announced the availability of StudyOptimizer 4.0, the latest version of its Web-based software solution. Designed to improve the patient recruitment process in clinical trials, the new StudyOptimizer 4.0 software provides significant, measurable business results.

“As clinical trials are becoming increasingly larger, more expensive and more complex, StudyOptimizer 4.0 provides additional functionality to help solve the challenges faced by enrollment planners and clinical operations worldwide,” said Steve Andrade, CEO, DecisionView. “Our latest iteration significantly improves clinical trial performance and predictability, offering pharmaceutical companies with a tangible way to improve cost and efficiency.”

Under development for more than a year, StudyOptimizer 4.0 represents a major milestone for DecisionView. The new product offers significant new features designed to improve user experience, performance, scalability and reliability.

“StudyOptimizer's advanced analytics and visualization combined with the wealth of research experience of our study managers, and a rejection of the ‘ready, fire, aim’ approach to clinical trial planning, has enabled GSK to double the frequency with which trials are completed on-time,” said Alex Lancksweert, director of Business Performance Analytics at GlaxoSmithKline. “StudyOptimizer has enabled our teams to work in a more collaborative style to create robust plans grounded on empirically justified assumptions, and to streamline decision making by more effectively communicating trial progress to a dispersed study team and participating research sites.”

Built atop a new and modern architecture, StudyOptimizer 4.0 includes new features such as:

- **New User Interface Framework.** The new user interface is designed to streamline navigation and accelerate user adoption. A new task pane allows users to understand and execute the steps needed to complete a recruitment plan.

Charts, legends, tables, columns and other UI elements can be easily hidden or resized to give users more control over the application look and feel. The new framework also includes a new caching mechanism that considerably improves response times when navigating throughout the application.

- **New Analytic Engine.** StudyOptimizer 4.0 features OLAP technology that performs complex calculations and delivers analytic views into operational data. This new feature not only improves overall application performance, but also provides the foundation for StudyOptimizer's innovative visualizations of enrollment data.
- **New J2EE Application Server.** A new, enterprise-class J2EE server—built leveraging object-oriented design patterns—delivers higher reliability, scalability, availability, and performance. It abstracts business logic from data storage and interfaces with the data warehouse and analytic engine to present information to the StudyOptimizer rich client.
- **Enhanced Administration.** The StudyOptimizer Administration application provides an enhanced security model for defining access privileges and study access groups. User profiles now include new attributes, such as e-mail addresses and job titles. Integration with LDAP servers has been enhanced to import LDAP users in batch mode, either dynamically or at a scheduled time.

Due to its intrinsic service-oriented nature, this new architecture facilitates the development and release of new features in a more modular approach, allowing for more rapid and efficient innovation. The modular nature will also provide easier entry points for customers who will be able to license functionality incrementally according to their business needs.

About DecisionView

DecisionView develops innovative Web-based software solutions that enable life sciences organizations around the world to improve clinical trial performance. DecisionView improves the visibility and predictability of clinical trial performance by automating critical clinical trials processes with integrated predictive analytics, simulation and scenario modeling capabilities that deliver proven business value, including faster cycle times and reducing clinical trials costs. Granite Ventures, Partech International and Aeris Capital are primary investors in the company.

For additional information, visit www.decisionview.com.