



maxiom
GROUP



TRANSFORMING
LIFE SCIENCES



www.maxiomgroup.com

Our Value

Maxiom Group transforms life science companies by addressing strategic, organizational, business process, and information technology needs.



FOCUS

- Exclusive commitment to the Life Sciences Industry
- Keen understanding of the entire life cycle, from R&D to product launch to sustained market leadership
- Services, methodologies and tools specifically tailored and aligned to meet our clients' needs at every stage of their development
- Commitment to industry best practices and technology solutions



INSIGHT

- Deep industry knowledge, experience, and demonstrated success
- Fresh perspectives on solving mission critical business issues
- Cross-industry experience to bring new insights to our clients



APPROACH

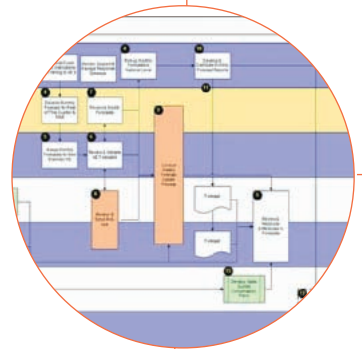
- Proven methodologies – pragmatic and flexible
- Collaborative, hands-on team approach to ensure project success
- Partnership philosophy, assuring ongoing advice and support
- Located near our clients for superior responsiveness

About Us

Maxiom Group is the leading strategy, operations, and information technology consulting firm exclusively serving the Life Sciences industry. We assist biotechnology, pharmaceutical, and medical device companies in transforming their businesses to achieve success at each stage of their life cycle – from drug discovery and clinical development through commercial launch and sustained market leadership.

Our clients are engaged in important work: developing products to improve people's lives. Maxiom Group becomes part of this process by supplying the capabilities needed to transform our clients from successful science leaders to successful business leaders. We provide pragmatic, hands-on support, led by senior practitioners with years of industry experience.

With offices in the Boston and Philadelphia areas, Maxiom Group is located in two key Life Sciences industry centers. The proximity of our people to our clients assures a high level of focus and service.



"Maxiom Group provided valuable insight into helping us prepare for the launch of our first proprietary product. From early stage strategy sessions, to detailed process roadmaps, to the evaluation of supply chain partners, their group of experienced consultants appropriately challenged us to think about what we wanted to do and how we wanted to do it. Their team developed excellent working relationships with our people that will serve as the basis for continued work on our next product launch."

— David Broecker, *President & CEO*
Alkermes, Inc.

Our Services

Maxiom Group helps our clients think more strategically about their business direction and goals. We then work together to develop and align the business operations, and information technology capabilities to successfully execute their vision.

Maxiom Group's capabilities are aligned around:

STRATEGY/OPERATIONS

- Strategic Decision Support
- Commercial Launch
- Sales & Marketing Operations
- Supply Chain Management
- Business Process Design
- Operational Excellence
- Brand Integrity

IT SOLUTIONS & STRATEGY

- Project Management
- IT Strategic Roadmap
- IT Delivery Optimization
- Software Package Selection & Implementation
 - Enterprise Resource Planning (ERP)
 - Quality Management Systems (QMS)
 - Clinical Trial & Clinical Data Management Systems
 - Pharmacovigilance & Product Complaint Tracking
 - Document Management & Regulatory Submissions
 - Enterprise Reporting & Analytics
- IT Governance & Compliance

- **Clinical Operations:** We help clients design and implement a business infrastructure for managing clinical trials more effectively as well as establishing appropriate collaboration and information architecture for the exchange of clinical trial data. We work to develop a strategy for and help select and implement appropriate Clinical Trial Management Systems and Clinical Data Management Systems.

- **Product Supply Operations:** Whether virtual or vertically integrated, Maxiom Group helps clients establish capabilities to manage the production and distribution of products to clinical or commercial sites. We assist in selecting supply chain partners, designing processes, and implementing the necessary transactional and information systems needed to establish a compliant and efficient supply chain. We facilitate adoption of integrated ERP and QMS systems to increase efficiency, enhance compliance, and ensure scalability of operations.

- **Commercial Operations:** Maxiom Group assists companies in establishing the commercial infrastructure necessary to launch, market, sell, and distribute products throughout their life cycle. We do this by analyzing markets, establishing optimum sales operations, planning and executing commercial launches, and selecting distribution partners. We help clients evaluate and adopt sales and marketing systems, establish data warehouses, and develop analytics to drive decision-making and support growth.

Through the delivery of these services, we help companies:

- Build on target business strategies and supporting critical decisions
- Bring new products to market faster and more effectively
- Establish effective, scalable compliant business and IT infrastructure
- Improve the productivity and work environment of their people
- Achieve better financial performance to fund new discoveries
- Continuously improve business execution and operational excellence

Who We Serve

Client Life Cycle Stage	Key Challenges	Our Solutions
 <p>Emerging Companies Proceeding through clinical trials and beginning to think about and plan for commercialization</p>	<ul style="list-style-type: none"> • Lack of resources and business infrastructure • Significant financial constraints • Balancing investments with business uncertainty • Need to plan, design and build business infrastructure 	<ul style="list-style-type: none"> • Strategic Decision Support • Supply Chain Management • Commercial Launch • IT Strategic Roadmap • Software Package Selection • IT Governance & Compliance
 <p>Established Companies With one or more commercial products and a growing clinical process</p>	<ul style="list-style-type: none"> • Growing complexity of business • Changing product requirements • Incomplete or inefficient business processes • Not leveraging information systems to maximum extent 	<ul style="list-style-type: none"> • Strategic Decision Support • Supply Chain Management • Business Process Design • Software Package Selection • Software Package Implementation • IT Delivery Optimization • Project Management • IT Governance & Compliance • Brand Integrity • Sales & Marketing Operations
 <p>Mature Companies With multiple commercial products and a deep clinical pipeline</p>	<ul style="list-style-type: none"> • Optimize performance of overall (often global) supply chain • Implement specific systems • Increase integration with key supply chain partners • Implement advanced distribution strategies • Seek continuous process improvement 	<ul style="list-style-type: none"> • Strategic Decision Support • Supply Chain Management • Operational Excellence • Software Package Selection • Software Package Implementation • IT Delivery Optimization • Project Management • IT Governance & Compliance • Brand Integrity • Sales & Marketing Operations

“Targanta enlisted the expertise of Maxiom Group due to its extensive Oracle experience and reputation for delivering high quality services for life science companies. The rapid deployment of the systems was a remarkable accomplishment and a testament to the teamwork by Targanta, Maxiom Group, and Oracle. The Oracle E-Business Suite will provide us a solid foundation on which to build our commercial platform most efficiently.”

—George Eldridge, Chief Financial Officer
Targanta Therapeutics Corporation



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Maxiom Consulting Group, Inc.
CityPoint | 230 Third Avenue
Waltham, MA 02451
TEL 781.250.4890
email: tmartin@maxiomgroup.com
www.maxiomgroup.com