

Annual User Group Meeting...

It is time once again to begin thinking about the annual DIA Medical Communication show in March, 2005. The show will be at The Hyatt Regency, San Diego, CA on March 13th thru 16th. Online Business Applications will once again be hosting our User Group meeting on Saturday March 12th, before the beginning of the show, and we have a lot to talk about.

But before we attend the show, we want to discuss how to make our time together more productive. As mentioned in this newsletter, we just had our second annual opposite coast meeting in Las Vegas. The show was

a fantastic success, yet we are wondering how we can coordinate these two shows better for our clients. Should we gear the March show toward training and client presentations? Should the fall show be geared toward new functionality and future development? We would like to make it easier for our clients to plan on who should attend the shows and what will be the core purpose.

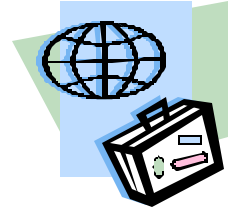
In addition, there have been suggestions to lengthen the March meeting to two days, the Friday and Saturday before the DIA meeting. This would allow for more focused training specific activities, one on one time,

and client presentations. As we have grown rapidly over the last 3 years, we want to ensure we are providing ample opportunity for our clients to engage with each other and with us to provide the best feedback as we move forward.

We will be working hard over the next couple of months planning for the DIA show, and we would greatly appreciate your feedback as we move closer. We will be sending out some specific emails regarding the agenda and topics, but you should always feel welcome to send us your thoughts or ideas at any time. We look forward to seeing you in March!

In this Newsletter:

- ? Annual User Group Meeting
- ? Las Vegas Meeting
- ? Pictures from Las Vegas
- ? Message Board
- ? Serono
- ? Training Facility



Las Vegas Meeting

I know that what happens in Vegas stays in Vegas, but we have to talk a little bit about our user group meeting this past October. We decided last year that it would be beneficial to our clients if we had a user group meeting on the opposite coast from the annual DIA Medical Communications meeting in March. Since we hold a meeting before the DIA show, which has become quite successful, we felt the extra opportunity for our clients to receive training, discuss issues and discuss new ideas would be received well. Our first opposite coast meeting was held in Atlantic City since the DIA show in 2003 was in San Francisco. This year, the DIA show was in Tampa, so of course our opposite coast meeting had to be in Las Vegas.

The meeting in Las Vegas was extremely successful as we covered training on some difficult topics, questions submitted by attendees and how IRMS communicates with the outside world through the web, email, citrix and more. You can download the presentations from the show from our website at www.irmsonline.com. We also discussed the desire for a client-driven user group. As we want our clients input on what features and functionality would be most valuable and should therefore be a priority, we are encouraging an idea championed by Mike Schur of Procter&Gamble to foster regular discussions between clients. Mike offered to coordinate the activities of the group, perhaps hold monthly conference calls, communicate

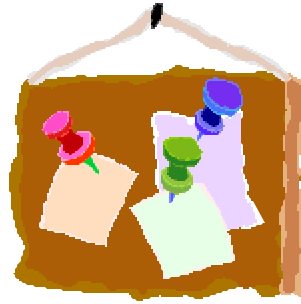
through email lists, set and manage agendas. As our list of clients continues to grow, we want to make sure our focus is on providing the best solution to our existing clients as well as our new clients. It can be difficult to identify the true priorities in development from our client's perspective as we work away in our cold Chicago offices. This group would discuss new features of IRMS, possible additions to the software, and set priorities for our future versions. We will be emailing out a contact list for anyone interested.

Thank you to all of you who attended, and we look forward to the meetings in 2005.

Pictures from the Las Vegas Meeting



Message Board



At Online Business Applications, we get many questions from day to day about IRMS. Sometimes those questions reflect usability of the system and how other clients are using certain features. We wanted to provide a mechanism to all of our clients to be part of an IRMS community.

If you have never used an internet message board system before, it is exactly what it sounds like: A website where registered users can log in and post questions, replies, comments, or suggestions to specified topics. Each new question for a topic starts what is called a “thread” because it usually results in a “string” of replies.

If you haven’t registered for the IRMS Message Board yet, you can go to our website at www.irmsonline.com and click the “Message Board” link under the QUICK LINKS section. It will direct you to our page where you can either go to the login page or register for an account. When you register, you will be asked for your company information (name, your name, title, e-mail address, your desired display name, and your phone number). Once we process the information, you will be sent a password for the system (your username will be your e-mail address). Once you log into the message board, you will see topics to which you can apply

questions (or answers to other users’ questions), or simply browse the threads to view what people are talking about.

We provide documentation for IRMS, but it may not have all of the answers you need. The IRMS Message Board can be an excellent reference for finding how other users are using the system, as well as posting comments (or suggestions) about how we can add to your IRMS experience.

If you have any questions about the IRMS Message Board, please feel free to call us at 630-243-9810 (ext. 250), or e-mail us at support@irmsonline.com.

More Vegas Pictures



Serono.

Serono is one of the largest biotechnology companies in the world. They are a global biotechnology leader with over 4,600 employees and worldwide revenues of over \$2 billion and a net income of \$390 million for the year 2003. Serono has eight biotechnology products on the market and a strong pipeline based on both proteins and small molecules.

Serono first had contact with Online Business Applications back in 2000 before we had fully developed a global solution. Needing a Medical Information solution that would allow them to globally manage information and report across multiple affiliate sites, Serono worked with a CRM vendor to build a solution. While there are many

advantages to utilizing a global CRM based solution, Serono found that it couldn't provide the core Medical Information functionality that they required to operate an efficient successful global Medical Information department.

After learning about our successes deploying global solutions for 3M Pharmaceuticals and Proctor&Gamble, Serono contacted us once again to see if our new IRMS 5 could fulfill their requirements. We created a proposal, and were able to address many of their system requirements out of the box with our standard system. There were some unique challenges however.

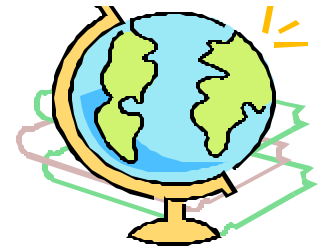
IRMS Training Facility

Back in August, Online Business Applications initiated training at our facility in Lemont, Illinois. Dianne Pullman, who we brought on board specifically to assist with customer and new client training, found that many of our clients had new IRMS users who hadn't been trained. In addition, she discovered that there was a need to re-train many users on more uncommon features as well as train on new functionality in IRMS. She developed a comprehensive program that can be offered in our space, with real-time access to machines running IRMS and course specific materials. This allows our

clients to plan and travel to our site for training, for sometimes less than having Online train at their site. We are proud to continue to offer training here through 2005.

Regardless of the weather Chicago is known for, IRMS training here in Chicago is worth the trip. Since the launch of our training facility we have already had 8 sessions with over 15 attendees. We have sessions such as Basic IRMS User training, Advanced IRMS user training, IRMS Reports

Serono has a corporate group whose function is to maintain global documents, determine various values for categories and topics, run global reports and more. Our software needed to have the ability to accommodate this corporate group with unique security privileges, new document management capabilities, new fields and report functions and enhanced administration. The project has been successful so far, and we are proud to announce that Serono is utilizing IRMS in production in many countries worldwide, and we are continuing to work with them to provide the best global medical information solution possible.



and Letters, IRMS v5, and IRMS Tech training. We will be releasing a full schedule soon and it will be available on our website at www.irmsonline.com. For now, it looks like we will have Basic User Training on January 18-19th and Advanced User Training on January 20-21st. If you are interested in attending, please contact Dianne Pullman or Lindsay Oles.

