

Gearing up for IRMS Workshop 2002!



The time is quickly approaching for our annual **IRMS** users' workshop.

IRMS Workshop 2002 will be held March 16, 2002 in Tampa, Florida, at the Tampa Marriott Waterside (the venue for the DIA 13th Annual Medical Communications Symposium, March 17-20, 2002). As many of you know, we schedule our annual workshop to coincide with this annual event.

We are particularly excited about this year's IRMS workshop. (See sidebar for the schedule.)

In addition to our

traditional user training, you can look forward to presentations by your colleagues at other pharmaceutical companies. You'll hear them describe their departmental structure and workflow, and how they make the most of IRMS to handle their respective call volumes. This session—entitled "How We Use IRMS"—promises to be a great opportunity for exchanging ideas on how to maximize IRMS performance.

Another exciting dimension to this year's workshop is the session we've named, "IRMS — The Next Generation, where you

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Workshop Schedule

8:30—9:00 a.m.

Check-in & Coffee

9:00—9:15

Introductions

9:15—10:30

"Year in Review"

(Features added since Workshop 2001)

10:30—10:45

Break

10:45—12:00 p.m.

IRMS Tips & Tricks

12:00—12:45

Lunch (provided)

12:45—2:45

"How We Use IRMS"

2:45—3:00

Break

3:00—5:00

IRMS

"The Next Generation"

Inside Online

Workshop 2002 "Sneak Preview" IRMS—The Next Generation

Our mission here at Online has always been to provide our clients with the best solution for their business needs. We are also committed to using the best software and the latest releases of

that software. Finally, we strive to enhance our product to meet the ever changing business conditions of our clients.

To these ends, we have embarked on building

an entirely new version of IRMS using Microsoft's .NET (pronounced "dot net") platform.

.NET will allow communications across the internet easily, securely

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Welcome UCB

We are pleased to announce the recent addition of **UCB S.A.** to the ever growing list of companies relying on **IRMS** as their Medical Communications software solution.

The corporation's

headquarters are in Brussels, Belgium, and its US offices are in Smyrna, Georgia.

UCB markets in the US the anti-allergic drug **Zyrtec**® and the anti-epileptic drug **Keppra**®. The

addition of UCB brings the number of companies using IRMS to forty.



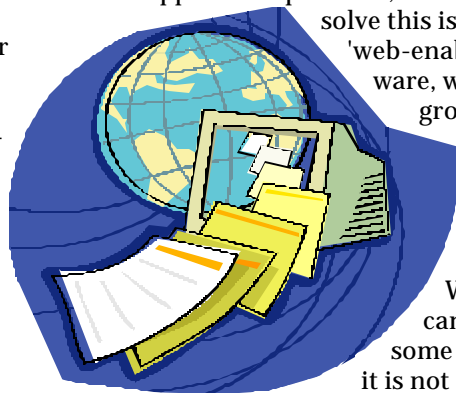
IRMS Global Deployment by Joe Pierce

There is continued momentum in today's industry to move toward a globalization of information. This can be seen in many forms, from Customer Relationship Management (CRM) initiatives, to web-based applications, data warehouses, and shared databases.

At **Online Business Applications**, we recognize this movement, and have seen many steps taken by our clients and partners to address new requirements. Some have been successful, some not so successful.

Many of you are interested in allowing various call centers access to the same information, whether the need is for a common Question and Answer databases, common Standard Documents, or a united history of requests for global report-

ing. IRMS needs to communicate and share data with itself on a global scale. With the expansion of the Internet as an application platform, one way to



solve this is to have 'web-enabled' software, where all groups run from the same application and database. While this can offer some benefits, it is not the only, nor frequently the best, solution.

Online Business Applications, therefore, is in the process of developing our IRMS Sync Server Application (ISSA). Each call center would have a stand-alone installation providing a significant advantage over a 'common' or 'web-based' application model. Locations can function independently with their own database. This removes the dependency on the network which

is always the least reliable, least consistent piece in the hardware architecture. The above objectives of shared data can be met through a synchronization process that occurs at regular intervals per your specifications, yet does not depend on 100% network availability. This also provides for much more stable, predictable performance.

IRMS does work as a web-based application today with the use of Citrix. Some of you are successfully utilizing the full breadth of functionality in IRMS over the internet with Citrix. Additionally, we allow for web entry of requests that are automatically entered into IRMS. We can assist with the development of the web pages and code necessary to implement. That may be the right solution for some of you, but perhaps not for others. If you are interested, we would like explore your unique needs and help determine the best solution to meet the individual requirements.

New Features To Query Date Fields

Use of "OR"

IRMS can now do OR processing on dates or ranges of dates when you enter dates separated by commas. You can now enter things like... 8/1/2001,8/5/2001 8/1/2001~8/3/2001,8/6/2001

Use of "Today/Yesterday"

You can now use the word

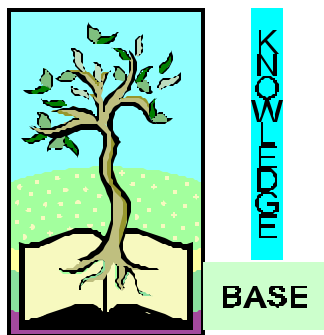
"Today" in querying date fields. In addition, you can use "Today-x" and "Today+x" (x = any number) to specify dates relative to

"Today." You can also use the word Yesterday to refer to the previous week day. (On Mon-

For access to the latest features added to IRMS, upgrade to Version 4.3.20.1

day, Yesterday is the previous Friday). You can also use Yesterday-x and Yesterday+x to specify dates relative to Yesterday.

(Note: On Monday, Yesterday+1 = Saturday).



Trademark Merge Issue Resolved!

At least two IRMS licensees experienced some strange behavior when their product descriptions contained the trademark character (™). When IRMS would instruct Microsoft Word to perform the mail

merge process, Word would either hang or place "garbage" characters in the opening paragraph near the location of the trademark. We have tracked this behavior to a bug in Word and have modified our merge process to work around the issue. Details are in the IRMS KB article titled "Trademark Symbol can Hang Letter Merge."

IRMS Workshop 2002

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will see a preview of a totally new version of IRMS. (See related story.)

Because we are still in the developmental stage, we look forward to hearing feedback from everyone. After all, it's the open exchange of ideas at our workshops that has contributed greatly to the evolution of IRMS.



Memories of Workshop 2001 San Francisco

Larry Davis (left) of Gilead Sciences, Inc. with Carl Swanson, Pharmacia.

(Below)
OBA President Dennis Oles leads the General Session, attended by more than 50 IRMS users.



IRMS –The Next Generation

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and seamlessly, and it will not require that you have separate applications in-house versus remotely. Our goal is to enable users of IRMS to run the application from anywhere, including your home, a trade show, or around the world. The phrase I hear most often is "Web Enabled". The next generation of IRMS will do exactly this. It will

enable you to run IRMS across the web.

But simply web enabling IRMS was not enough. We will enhance it, improve it, make it more user friendly, interface with more corporate software, and remove most of the dependencies on the local workstation. With more than ten years of medical communications experi-

ence, we will provide to our clients the world class software solution that they have come to expect.

For a preview of the next generation of IRMS, please attend the IRMS Workshop 2002 in Tampa, March 16th, 2002. (See cover article.)

OBA has a new home!

The furniture is in place, all the boxes are unpacked, and we are finally settled in to our new offices in Lemont, Illinois.

Located approximately 25 miles southwest of Chicago, the quaint village of Lemont is one of the oldest communities in northeastern Illinois.



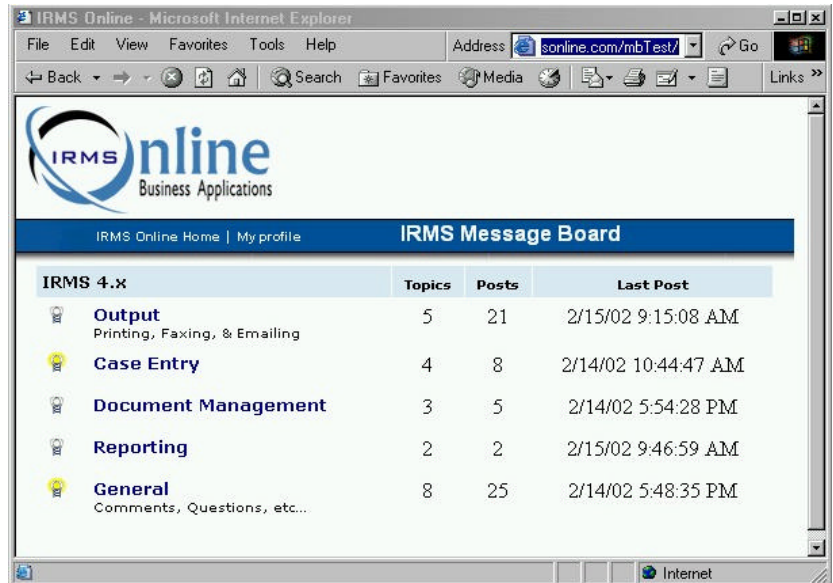
OBA new office facility located in Lemont, IL.

Coming soon . . . IRMS Message Board

We're always interested in fostering communication between IRMS users. So when we recently received a suggestion from Larry Davis of Gilead Sciences, Inc. to start an IRMS Users' Message Board, we went right to work.

This message board will be available to all IRMS users . . . details soon to follow.

Thank you Larry for this excellent idea!



Now available . . . Expanded On-site Services

Our staff is available for personalized IRMS training at your company site. Choose from the following topics, or let us know what you would like us to focus on and we can schedule a training date at your company:

- User Training for New Employees
- Advanced User Training
- Document Management
- Report Module

We are also expanding our on-site services and programming to include:

- Advanced IRMS Configuration Service - Web, E-mail Importing
- Converting IRMS from Access Databases to an Oracle Database



- Automatic Rep Data Connections
- Siebel SFA Data Exchange Base Module
- Product Complaint Base Module
- Customized IRMS Forms and Reports for your Company
- Custom Applications for your Department.

For additional information or to schedule training at your site, please call IRMS Support at (630) 243-9810 ext. 250 or visit www.IRMSonline.com.

