

2007 Frost & Sullivan
Market Penetration Leadership Award
Award Recipient: Amphora Research Systems

2007

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Market Penetration Leadership Award

AWARD DESCRIPTION

The Frost & Sullivan Award for Market Penetration Leadership is presented each year to the company that has demonstrated excellence in capturing market share within their industry. The recipient has demonstrated strategic excellence in product innovation, marketing, and sales strategies that have resulted in the largest gain in market share over the past 2-3 years.

RESEARCH METHODOLOGY

To choose the recipient of this Award, the analyst team tracks market share gain, increase in sales, and brand awareness efforts within the industry. This is accomplished through interviews with market participants, end-user studies, and extensive secondary research.

MEASUREMENT CRITERIA

In addition to the methodology described above, there are specific criteria used to determine final competitor rankings within the industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Competitive pricing strategies—perceived customer value versus price
- Strong sales force strategy—number of sales people (direct and indirect), sales force specialisation, efficiency in distribution, ability to train and educate, and strong customer service
- Ability to establish brand awareness through promotional activities and advertising
- Strategic alliances that expand customer base (increase distribution, marketing and sales resources, and global expansion)
- Product innovation—satisfying unmet needs, creating new needs, and developing new technologies.



The 2007 Frost & Sullivan Market Penetration Leadership Award is presented to Amphora Research Systems for its unique solutions that have resulted in an organic growth of its business worldwide. The company has been very proactive in developing, manufacturing and leveraging their fully-integrated systems that help customers to enhance productivity in a more timely, efficient, and cost-effective manner and improve collaboration by resolving cultural challenges.

Company Overview

Amphora Research Systems was formed to focus on developing software to help research scientists and engineers record their work and collaborate more effectively, whilst at the same time comply with patenting and standards requirements. An active member of CENSA (the Collaborative Electronic Notebook Systems Association) and the sponsor of industry initiatives such as CENSML and the Open Source Electronic Lab Notebook, Amphora Research Systems have been providing Electronic Lab Notebook (ELN) solutions and related services since 1996 that augment and enhance the productivity and efficiency of pharmaceutical and biotechnology drug discovery and development processes.

Unique Product Solutions Offer Big Opportunities

Amphora Research Systems is a leader in providing turnkey solutions of electronic lab notebooks and patent records management that assist pharmaceutical and biotechnology companies in delivering a cost-effective alternative to the traditional bound lab notebook, to create a robust organisation and develop successful efficient targets for drug discovery. The company has carefully refined their product offerings keeping in mind the economic factors that impact intelligent drug discovery and development. Innovation is the key to this product line that is driven by high volume and optimal pricing.

Developed for the scientific community, Amphora's ELNs are designed to make existing routine manual tasks more efficient whilst minimising administration time; supporting different scientific disciplines; co-ordinating and integrating existing tools whilst interfacing a variety of instruments; storing and managing a knowledge base to boost collaboration; creating patentable records with flexibility and facilitating compliance with external and internal standards.

Amphora Research Systems has developed a suite of products to support a wide range of experimental activity for large and small R&D departments worldwide.

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Innovation and Growth Strategy Leadership
of the Year Award

Amphora's PatentSafe provides an easy-to-use solution that allows data and write-ups from all sources (both computerized and handwritten) to be conveniently placed in an electronic repository. It allows the scientific community to get the maximum benefits of an ELN solution by having the freedom to operate with full digital signatures and electronic records, or in conjunction with patented security paper for a hybrid approach for smaller organizations. PatentSafe supports the use of any computer application for scientific work, giving the user complete freedom while creating a single, searchable repository of experimental records.

Their OpenELN platform is a modular ELN solution which can be used standalone or integrated with other R&D systems to provide a full automated electronic solution. The most invaluable advantage that OpenELN offers is the enhancement of flexibility which allows customers to "drag and drop" specific features, which brings immediate efficiency benefits as to not overburdening the user with redundant tasks. An extension to the ELN platform is OpenELN/Notes, which is a Lotus Notes-based ELN authoring environment operating with other modules (OpenELN/Archive, PatentSafe, etc) or as a standalone application. Amphora has armored their product offerings with multifaceted functionality in supporting the research phase through to clinical development.

The company's PatentPad security paper provides a risk-free and low-cost record keeping solution for smaller companies who do not have the infrastructure for a completely electronic record keeping system. The serial-numbered paper contains a latent image that prevents copies, and specific details of each batch of paper are placed in a registry maintained by Amphora. Amphora act as a 'trusted third party' that can be used to verify the date on which particular PatentPad paper was manufactured, the authenticity of the paper and the authenticity of the serial numbers. Smaller companies find that the security paper gives them the reassurance of a paper recordkeeping system, but the loose-leaf sheets are easily used with computers. Combined with Amphora's PatentSafe software, this gives a completely electronic experience for the scientist (including the ability to search & share experimental results) with the reassurance and low-cost of a paper notebook.

Product Line Coverage through Market Presence

Amphora Research Systems provides cost-effective alternatives to the paper-based laboratory notebook, that still fulfill regulatory and legislative requirements for evidence to support Patent claims in the event of dispute. In contrast to its competitors the company has increased its market share to double digits and continues to exhibit strong results. While continuous work toward the development of comprehensive and efficient products has always been part of the company's mission, their excellence in innovation and market presence has taken the company to greater heights in recent years. Frost & Sullivan is proud to note that Amphora Research Systems has set high standards in the process of implementing well-defined strategies to become a significant force and further support its internal and professional services. Key drivers behind the company's impressive results have been its productivity gains and its excellent marketing strategy for successfully selling service packages to clients to improve their efficiency. Expansion and modernisation is an ongoing process, with quality, technology and knowledge being the firm's prime growth drivers.

Whilst the company has strived to bring in optimal analytical performance, Amphora Research Systems has strengthened their position by seeking strategic collaborations with academia and partners within the drug discovery industry. Therefore, Amphora Research Systems can garner a wider end user base which can usher in good confidence amidst the pharmaceutical and biotechnology community for further investments into informatics products and ELN solutions.

Conclusion

With an expanding service pipeline for client-focused deliverables, combined with top quality management, sales and marketing teams, Amphora Research Systems is likely to experience continued growth being the right partner for pharmaceutical and biotech companies that are seeking develop commercially valuable compounds in a more timely, efficient, and cost effective manner. Based on these cumulative factors, the 2007 Frost & Sullivan Market Penetration Leadership Award is presented to Amphora Research Systems.