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## **Analyst Report Finds Drug Companies May Increase R&D Productivity By 10% And Reduce Failures By 33%**

***IDC Life Science Insights discovers pharmaceutical companies are realizing significant ROI from the use of pathways software***

**Drug Discovery Technology Conference, Boston - August 9, 2004** - Ingenuity today announced the release of a new report from IDC Life Science Insights that characterizes the economic benefit of deploying pathways software across all phases of the pharmaceutical value chain. The report's findings are based on in-depth interviews with scientists and senior managers within top pharmaceutical companies who are experiencing significant ROI through the use of Ingenuity Pathways Analysis within their organizations.

"From our interviews with dozens of scientists and multiple senior executives within the pharmaceutical industry, we see Ingenuity Pathway Analysis rapidly becoming the definitive '-omics' productivity enhancement application for the life sciences researcher community. Use of the software allows researchers to realize the value of their companies' genomics investments to date," stated James Golden, IDC Life Science Insights' Vice President of Research.

The report includes specific examples of how Ingenuity Pathways Analysis is being used in target identification, target validation, lead optimization, pre-clinical, clinical, and post market phases. It details 3 separate ROI scenarios:

- ROI for Drug Discovery
- ROI for Preclinical and Clinical Testing, and
- ROI Beyond R&D, including FDA Review and Approval, Sales and Marketing, and Life Cycle Management.

"The value and return on investment of the Ingenuity Pathways Analysis application will only increase as the application of genomics and proteomics continues to expand across the entire drug-to-market process," concludes Zachary Zimmerman, Ph.D. and Senior Research Analyst with IDC Life Science Insights.

The report, titled "The Return on Investment For Ingenuity Pathways Analysis within the Pharmaceutical Value Chain," is available free of charge by registering at [www.ingenuity.com/ROI](http://www.ingenuity.com/ROI).

Members of the press may receive a copy of the report by contacting Frank C. Mara at 408.314.5664.

**About Ingenuity Systems**

Ingenuity Systems is helping life science researchers understand biological systems that are foundational to human health and disease. Ingenuity delivers systems biology expertise to biologists and bioinformaticians through pathways analysis software, genome-scale computable network databases, and knowledge management services and infrastructure, resulting in increased productivity and faster drugs to market. The company was founded in 1998 and is headquartered in Mountain View, California. For more information, visit us at [www.ingenuity.com](http://www.ingenuity.com).

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