

The Key to Your Intellectual Capital



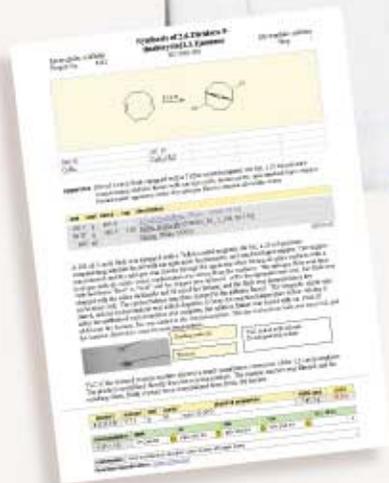
MDL's Élan

Electronic Laboratory Notebook System

You've worked hard on a new approach for a synthesis and proudly submit your results to your project team leader. The manager frowns. "I reported the same results five years ago. Too bad we didn't talk before you started."

*You know you've done this experiment before
it's a logical next step in the research. If
knowing what's been done before*

Unlock Corporate



It's frustrating when you can't find time-saving information. It's frustrating to discover that you've wasted time repeating an experiment. But what's maddening is that these scenarios are preventable—with access to the right information. It's out there. Only it's locked away on paper, written down in another researcher's laboratory notebook.

*...e. And if you haven't, someone has—
...only you could find the procedure—
...re sure would save you a lot of time.*



Assets with Élan

Research organizations recognize that their success rides on the creativity and insight of scientists and research managers. And laboratory notebooks provide the best record of these individual discoveries. Scientists record what worked, what didn't, and why. They report results and comment on what those results might mean. Unlock the contents of individual lab notebooks to everyone in your organization, and you've opened the door to your hard-won intellectual capital.

The key is MDL's Élan, a hybrid electronic laboratory notebook system that combines the sophisticated data searching and sharing capabilities of electronic systems with the flexibility of a paper notebook. Industry-standard technologies from MDL Information Systems, Inc., Oracle, and Microsoft let chemists easily create, store, and manage experiments. The system even automates many routine tasks and calculations. With Élan, one chemist's discoveries can be accessible to everyone else in an organization that might need them—next week or next year.

Élan's utility and flexibility will be appreciated by a broad range of users at your organization, including

- Bench researchers, who will gain an individual productivity tool as well as a way to search and reuse old experiments and share discoveries easily with colleagues
- Research managers, who will be able to better access information and manage the knowledge accumulated during the research activities they are directing
- IT professionals, who will find the standards-based system easy to modify and plug into other corporate research systems



Lift the flap to see how Élan can help your organization record, streamline, and report on research activities.

Reap the Benefits of Individual Innovation

Organizations will find Élan a tremendous productivity tool, streamlining experimental planning and research reporting. Yet the benefits of Élan extend beyond the day-to-day work of individual scientists. With experimental data stored centrally and accessible using industry-standard software (Oracle and MDL's ISIS/Host), scientists begin contributing to and building a dynamic and ever-increasing knowledge base. And they can do so easily. Élan lets scientists search and retrieve experimental data by any combination of data types. Researchers can capture protocol steps from one experiment into their own entries or replicate experimental procedures using existing entries as templates. More importantly, though, they gain a window into the broader scope of research activities at their site. Such insight does more than save time and money—it empowers project teams to pursue the new avenues that can lead to new chemical entities and new products.

Tailor Élan to Your Research Needs

Élan employs familiar, industry-standard technology: Microsoft Word and MDL's ISIS/Desktop chemical drawing and databasing software on the desktop, Oracle and ISIS/Host on the server*. Consequently, the system is easily configured by scientists and IT staffs for a variety of uses. In fact, Élan is an MDL consulting product that can be used as-is or that can be modified by MDL consultants to meet particular organizational needs. Some popular options are

- Integrating Élan with other corporate research information systems, such as compound submission, compound registration, and laboratory information management systems
- Complementing Élan's paper-based reports with electronic document warehouses, such as Documentum
- Linking Élan to an inventory system or ordering system for locating, securing, and purchasing reagents

Put Élan to Work in Your Lab Today

Help your scientists benefit from your organization's collected intellectual capital. Contact MDL today to learn more about Élan and other MDL solutions for experiment management. A detailed list of Élan system requirements and other information is available at the MDL Web site (www.mdli.com) or from your sales representative.

About MDL

MDL Information Systems ("MDL") is the recognized leader in discovery informatics for the life sciences and chemistry in industry and academia. Our software, content, and services provide the enterprise-wide discovery informatics framework for comprehensive and successful discovery research. We are an international business headquartered in San Leandro, CA, with offices worldwide. MDL Information Systems, Inc., is a wholly owned subsidiary of Elsevier Science, Inc.

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* Features added in the context of a consulting project may require additional software.