

## IMS Health

# Implementation of the Terra Axis application development framework

### Background

With annual revenues of US \$1.3 billion and offices in more than 100 countries, IMS Health is the leading world supplier of IT solutions for the pharmaceutical and health industry. They provide their customers with access to databases and analysis tools for the pharmaceutical product market to help them optimize the productivity of their management, sales and marketing teams.

### The problem

In 1999, IMS Health in Canada engaged Terra Axis in an ambitious project which led them to become one of the first companies in the industry to replace a client-server approach with an Application Service Provider (ASP) model.

client company, in terms of hardware, software, training and technical know-how. In spite of its real competitive advantage, the product could be quite complex and costly to implement for the customer, making its sales difficult.

### The solution

In its Web version, the software no longer has any technological impact on the client company. IMS Health hosts, operates and maintains the application on its own server. The customer needs nothing more than an Internet connection and a browser to access the data through a user-friendly interface.

Developed by Terra Axis using its first generation rapid development environment, it was possible to create and market the Xplorer.Web™ service in significantly less time than with conventional development tools. Furthermore, Xplorer.Web™ operates in a completely secure and multilingual environment, collects the information from all IMS clients in a single data warehouse and recognizes multiple contact information for a single individual, which Web applications did not offer at the time.

### The results

In its 2002 version, currently under design using Terra Axis' entirely new component framework for rapid application development, Xplorer.Web™ 2.0 will offer a level of



Terra Axis was commissioned to produce a Web version of IMS Xplorer, one of IMS Health Canada's newest offering. This is an application for compiling and analyzing data on sales and marketing of the products of pharmaceutical companies. The client-server version of IMS Xplorer used to be installed directly in the user's technological environment and required a considerable investment on the part of the



service tailored to each user: analyst, salesperson, marketing manager, etc. As soon as the user identifies him or herself, the application will adapt its user interface, and then gather and present the information in a useful and understandable format based on the user's functions and needs. The .NET technology has the capability of dynamically generating information by itself upon each request, extracting data from the application data warehouse.

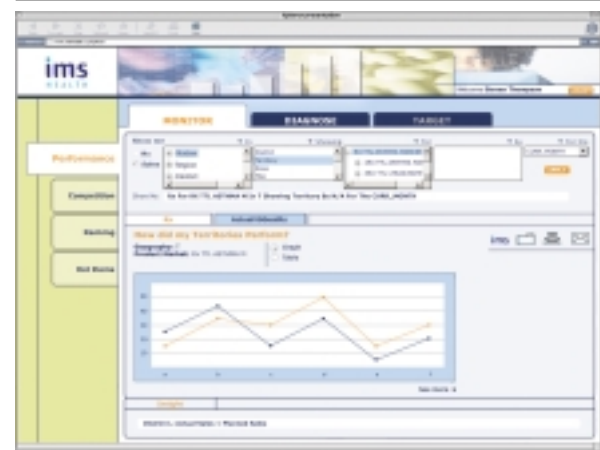
## Terra Axis Technology

By acquiring Terra Axis' new solution for rapid development, IMS implemented a central and highly scalable component application development framework empowering them to develop and modify all of their Web applications themselves, in response to the changing market conditions. This framework has the exceptional advantage of offering a significant number of preprogrammed and rapidly configurable functions, thus eliminating complicated programming and long development cycles.

Terra Axis has achieved this realization by integrating software modules in its framework, which are complementary to basic development environments and indispensable for developers today, such as security, multilingual operation and display, customization of data and presentations, and the rapid development of user interfaces, which current tools do not offer. The various modules, with their preprogrammed functions, act as autonomous software building blocks, thus avoiding the need for the developers to use experienced programmers. The result is that a complex environment for programmers has been replaced by a simpler environment for developers, oriented towards results rather than coding.

To speed up the work of less seasoned developers, the Terra Axis component framework also includes a complete line of multifunction business application models, such as online forms, information and document management,

human resource management, and contact and survey management, that are configurable to the specific operations of any company. Each model application delivers a range of preprogrammed functions, that allow an application developer to create and modify complex business and management solutions, in record time, with a minimum of programming. It is thus possible, in a few weeks and at a reduced cost, to create an application that would otherwise have taken several months.



## Conclusion

Exploiting the unique flexibility of the of the Terra Axis solution, IMS Health has maintained its leadership position in the marketplace. The company has achieved significant success by exploiting the commercial potential of the Web faster than the competition, autonomously assuming full management and evolution of its applications, without depending on the expertise of external programmers. Leveraging the speed and flexibility of the Terra Axis component framework, IMS Health now enjoys a significant technological advantage.

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