



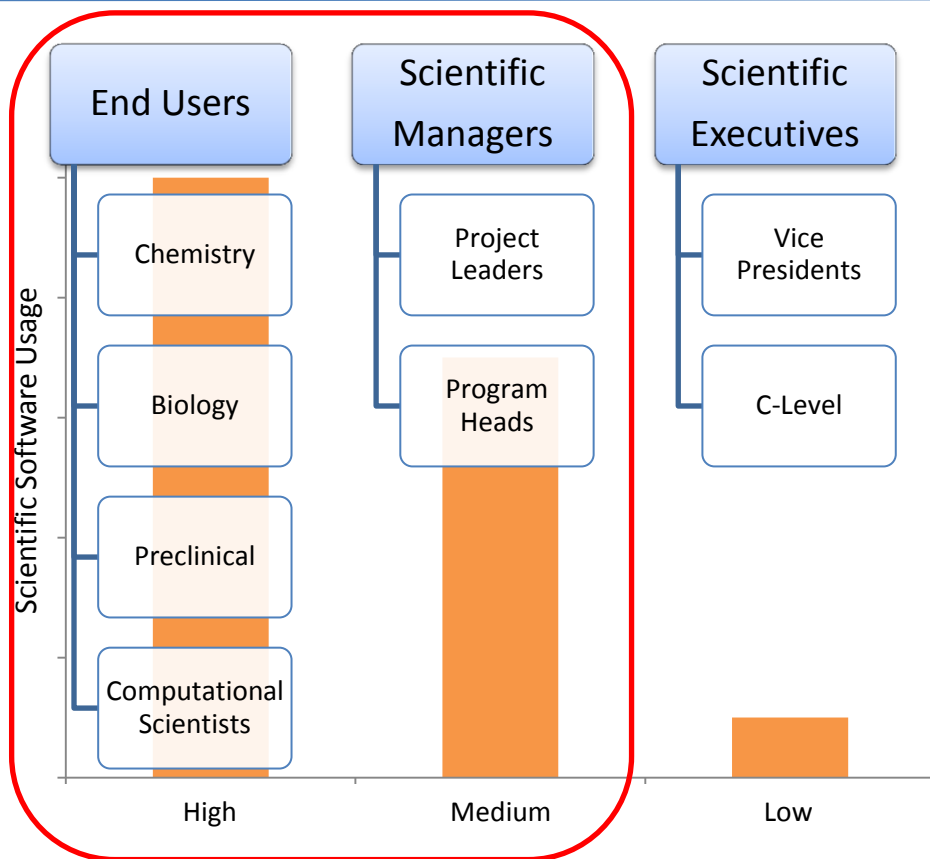
ChemAxon
discovery informatics

ChemAxon Platform for Scientists

Jon Patterson

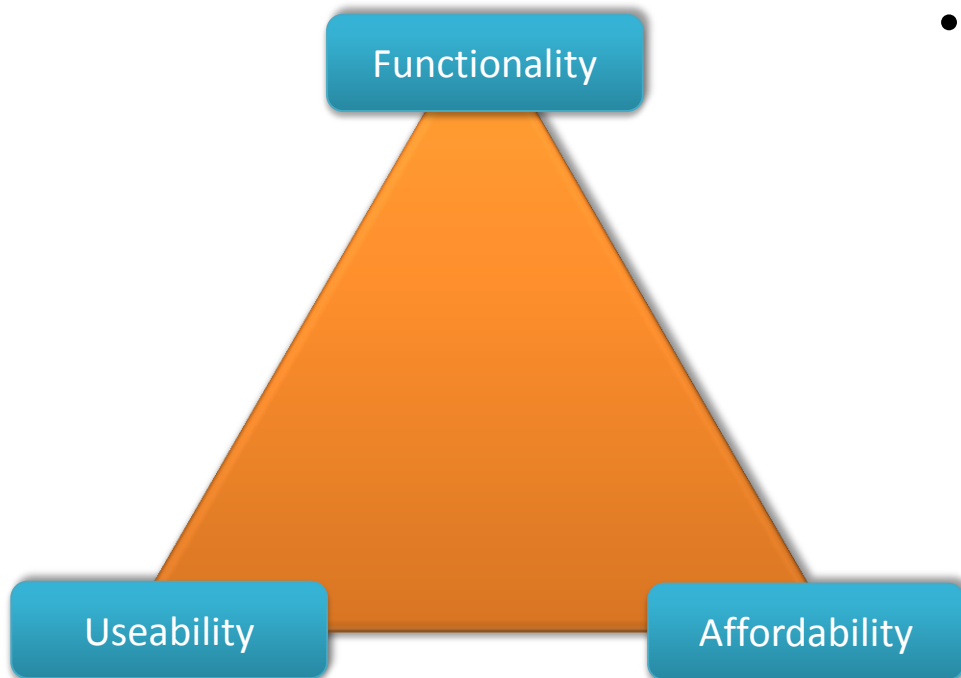


The Scientists: Who uses scientific applications?



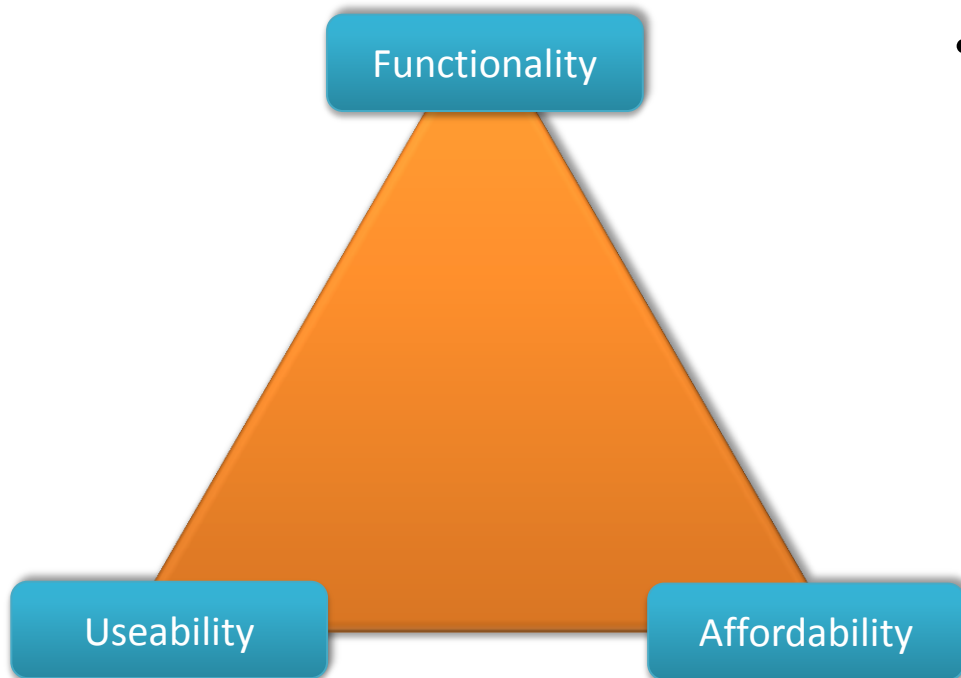
Who are the scientists we're developing applications for?

What factors influence software selection?



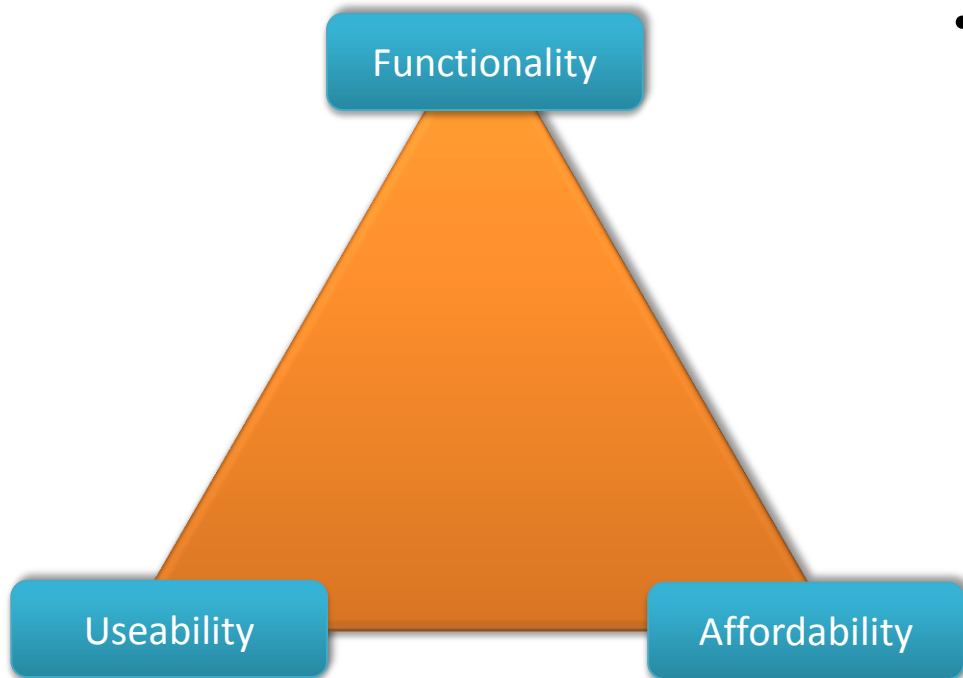
- **Functionality**
 - Does the software do what I need it to do?
 - Data management
 - Data analysis
 - Informed decision making...not just making a decision, but making the right decision
 - Continuous improvement...will the software do what I need it to do tomorrow?

What factors influence software selection?



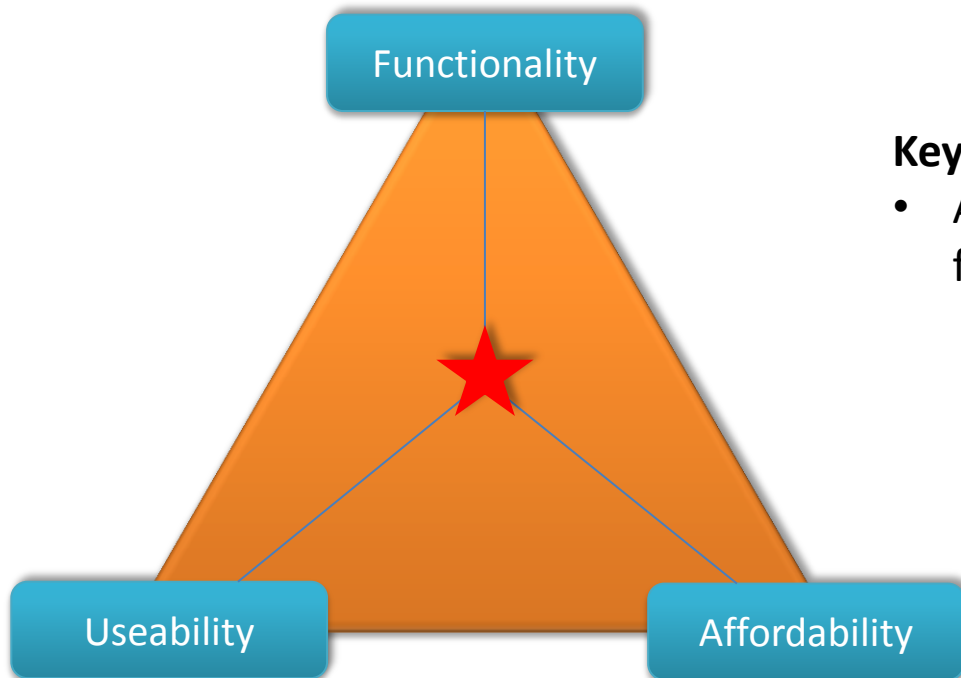
- Usability
 - Is the software interface intuitive and easy to use?
 - Inviting interface... “a little shine to the application”
 - Presentation quality output
 - Interoperable with other applications, including other vendors
 - Easy to operate...lower the barrier to adoption

What factors influence software selection?



- Affordability
 - Can the cost of an application be justified?
 - Increasing importance up the chain of command
 - Develop what scientists need at a reasonable price

The Challenge: Hitting the sweet spot



Key to finding balance:

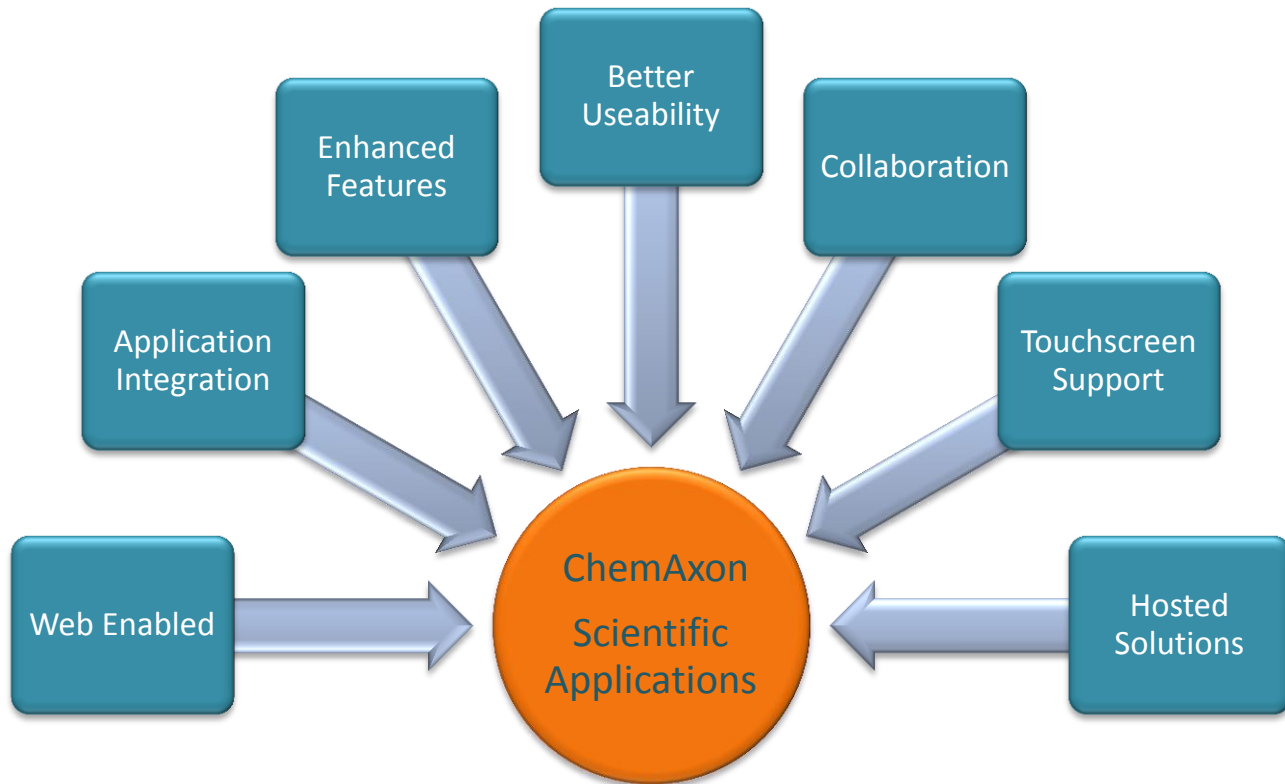
- Active listening...let customer feedback drive development

Are we listening????

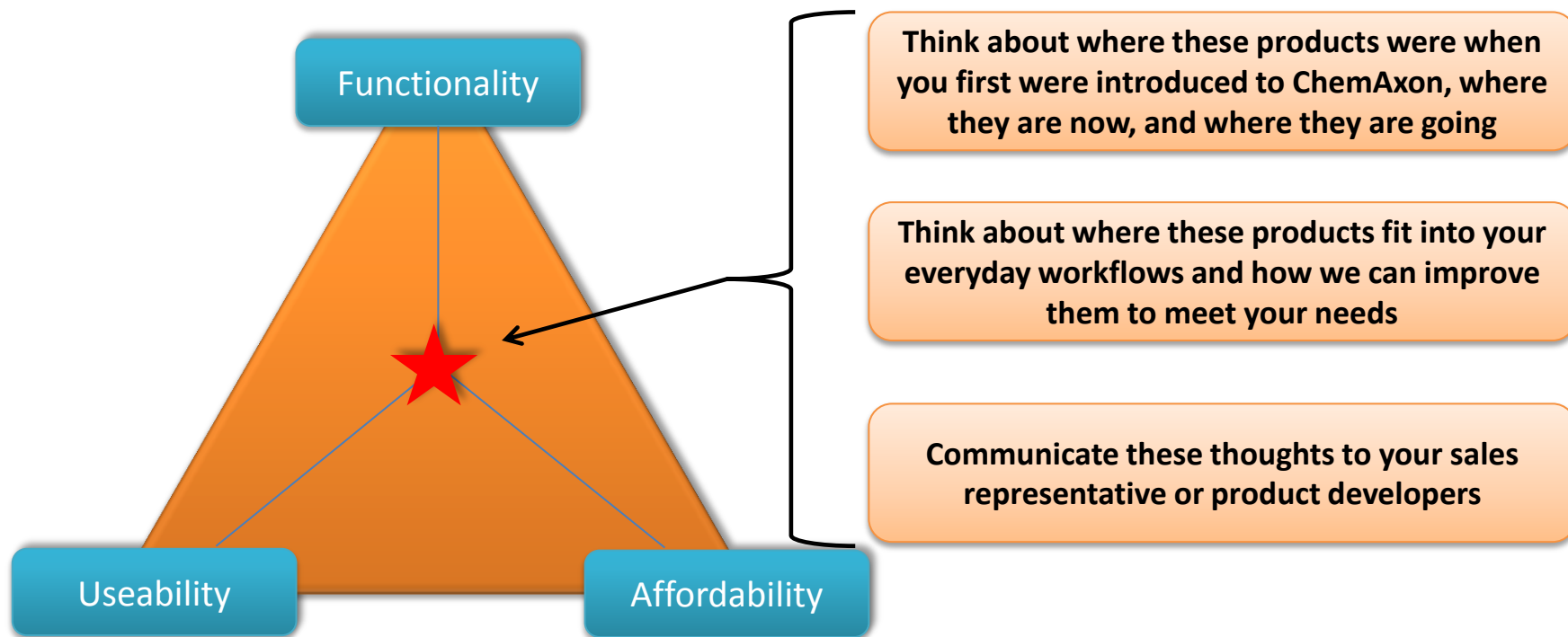
Yes, we're listening...

Products ▾	Downloads ▾	Resources ▾	Services ▾	About Us ▾
Desktop Applications	IT Platform Toolkit	Naming		
Instant JChem	JChem Base	Naming		
JChem	JChem Cartridge	Document to Structure		
Marvin	JChem for SharePoint			
Plexus	JChem Web Services	Workflow, Visualization and Analysis		
Discovery Toolkit	Structure Checker	Spotfire Integration		
Calculator Plugins	Standardizer	Pipeline Pilot		
JKlustor	Compound Registration	InforSense Integration		
Screen	Marvin	Knime Integration		
Reactor	Markush IP			
Fragmenter	Markush Enumeration			
Metabolizer Preview	Markush Search			

Yes, we're listening...



What you should get from this session



Our greatest asset in product development is your feedback!

Agenda

9:40 am: **Instant JChem: Access your Instant JChem Froms from the Web**

Petr Hamernik (ChemAxon)

9:55 am: **Marvin: Classic and New Flavors in Marvin**

Eufrozina Hoffmann (ChemAxon)

10:10 am: **JChem for Office: A better fit for my needs**

Aurora Costache (ChemAxon)

10:25 am: **ChemAxon Plexus: Design and Discovery**

András Strácz (ChemAxon)

10:40 am: REFRESHMENT BREAK and EXHIBITION

11:10 am: **The Lilly Open Innovation Drug Discovery Program (OIDD)**

Daniel Robertson (Eli Lilly)