



Customer Integration for Biotech

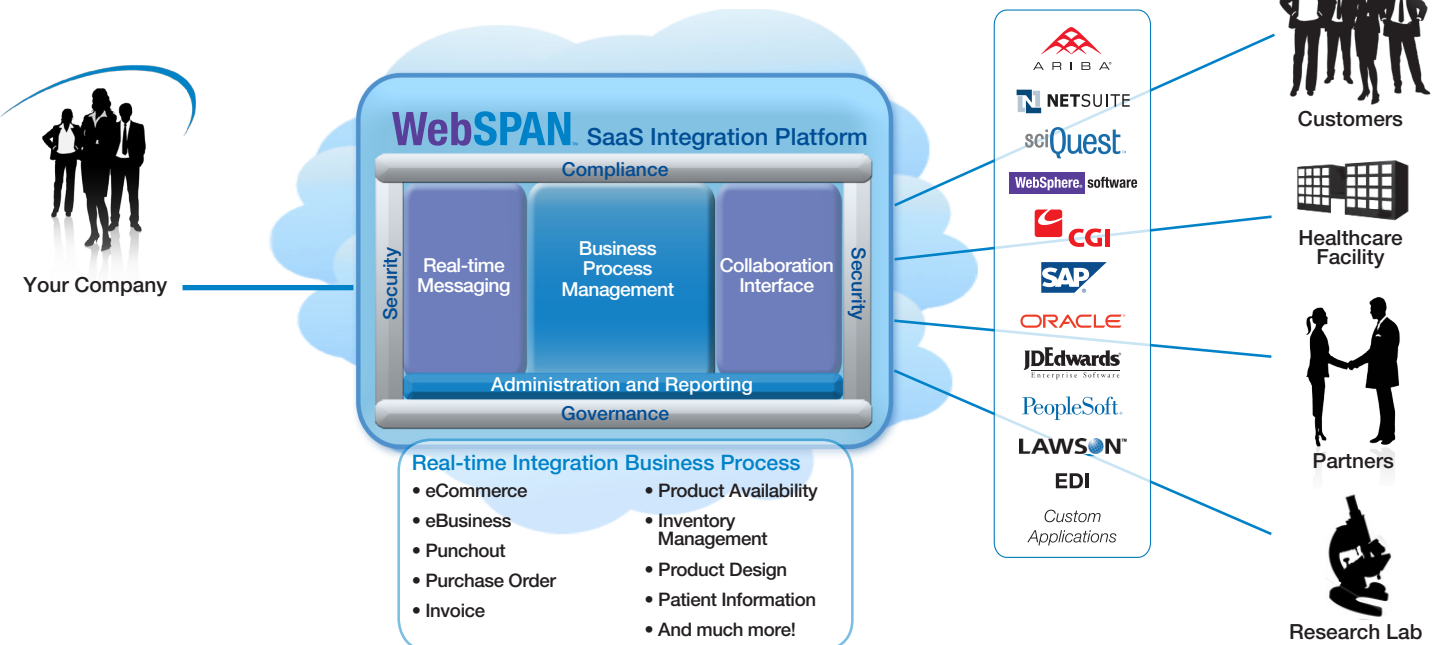
HIGHLIGHTS

- Integrate seamlessly with marketplaces, supplier networks and procurement systems
- Increase customer retention and revenues from your online store or catalog
- Extend all applications and business processes across the B2B cloud
- Maintain security and compliance while exchanging real-time information

The Collaboration Imperative

The need for strong collaboration across biotech, life sciences, pharmaceutical and healthcare industries is greater now than ever before. With increased pressure from government regulations, global competition, healthcare reform and other challenges, organizations need to work together to optimize innovation, research and new solutions. One way businesses in this industry can improve collaboration is through B2B integration, which enables the fast and seamless exchange of information across organizations. Cloud-based integration solutions provide real-time messaging and interoperability across disparate systems, so everyone in the integration community can work from existing applications and business processes.

WebSpan Customer Integration for Biotech is your one connection for seamless business process integration with your customers and partners



WebSPAN[®]

SaaS Integration Platform

Proven Biotech Community

With over 2,100 biotech and life sciences community connections on its B2B platform, including hundreds of leading research universities and hospitals, Hubspan is the integration provider for organizations in this industry. Hubspan understands that biotech companies need information quickly and depend on their customers and partners to succeed in this highly competitive market, but often organizations have limited IT resources or staff. Hubspan's flagship solution, the WebSpan SaaS Integration Platform, is a proven B2B cloud platform delivered as a managed service. It does not require any on-premise hardware or software and works with all procurement systems, data formats and communication protocols. With the WebSpan Customer Integration for Biotech solution, you can focus on research and development and delivering great products and services to your market, and let experts manage the integration for you.

Customer Integration Solutions

Hubspan's Customer Integration for Biotech solution provides B2B cloud integration and services for a wide range of eProcurement and eCommerce business processes, such as:

- Punchout integration
- Purchase order exchange
- Invoice exchange
- Price and product availability calls
- Real-time inventory checks
- PO Acknowledgments
- ASNs / shipping notifications
- Product information
- Custom processes

Doing Business Your Customer's Way

Your customers want real-time information and better service, including fast product delivery and rapid responses to pricing, order status, ship date and availability questions. And they want access to this information from their own systems and applications in their preferred message format. While you understand the customer need, meeting those demands and managing the integration process across your entire customer community can be challenging and expensive. WebSpan Customer Integration solutions solve this challenge, enabling you to exchange real-time documents and messages with your customers easily and cost-effectively. WebSpan is designed to work with a diverse set of standards. You benefit from the platform's ability to resolve complex integration challenges and facilitate true interoperability. All members of the integration community can send and receive the exact information they need to process transactions through their back-end systems in a frictionless manner.

Impactful Business & IT Results

Companies who use the WebSpan platform for customer integration have achieved consistent results that impact both IT and business, including:

- 25% increase in revenue
- 100% customer retention with integrated accounts
- 99% order accuracy
- Tens of thousands of dollars in infrastructure cost savings

Expert Integration Services

To simplify the integration process, all WebSpan solutions include services from Hubspan's expert team of service and support professionals. This includes implementation services, such as on-boarding, business analysis, process design and configuration, production testing, business rule definition, and more. In addition, the integration services and solutions are backed by a state-of-the-art infrastructure with the highest level of security, reliability and performance.

End-to-end Security and Protection

Hubspan incorporates a defense-in-depth strategy and the highest levels of application, network and data security, which is why companies such as SciQuest, Invitrogen, Visa and Ariba have chosen the platform for business critical B2B integration processes. Hubspan adheres to a number of security oriented guidelines and directives to help ensure a secure cloud environment. In addition to the adoption of generally-accepted industry standards in the realms of access control, encryption, intrusion prevention, identity management and auditing, Hubspan maintains ongoing adherence to key compliance mandates, including PCI DSS, SAS 70 Type 2, OWASP Top 10, and the Cloud Security Alliance guidelines. Hubspan also utilizes its own patented security technologies to provide customers with innovative approaches to advanced security.

Benefits for Your Customers:

- Simplifies and expedites the procurement process for users and IT
- Leverages existing infrastructure, standards and data formats
- Reduces errors and improves speed of business
- Retains control over approval workflow and spend
- Improves the buying experience and customer service levels

Benefits for You:

- Makes it easier for customers to do business with you
- Differentiates your business in increasingly competitive times
- Decreases costs while increasing operational efficiencies
- Accelerates ability to process more transactions, cost effectively
- Increases customer retention and revenues

About Hubspan and WebSpan

Hubspan is the leading provider of cloud-scale B2B integration solutions, helping organizations streamline business processes and exchange real-time information across the B2B cloud. Hubspan's flagship solution is the WebSpan SaaS Integration Platform. An enterprise-class solution, WebSpan provides a flexible, secure and cost-effective way for businesses to work together, extending existing infrastructure and supporting all applications and protocols. Thousands of organizations, from small enterprises to the Fortune 500, successfully use the platform every day for real-time B2B integration. For more information, go to www.hubspan.com.