

Building a Web 2.0 PeopleSoft Portal



About the speakers

- **Bill Hayfer – Vice President Enterprise Solutions Architecture**
Responsible for establishing the vision and model for the ERP and set business automation priorities, establishing and maintaining the enterprise data model to facilitate efficient data maintenance and reporting, automating routine business transactions and eliminate data administration redundancies through systems integration, and working with the Brands and Support units to maximize utilization of the ERP leading to improved Business Intelligence.
- **Paul Isherwood – CEO, IntraSee**
Founding member of IntraSee, a technology strategy company specializing in portals, integration, security, architecture, performance, implementations and PeopleSoft usability. Spent almost 10 years at PeopleSoft, presenting at many user's conferences. Specializes in embedding Internet technologies and features into a PeopleSoft framework.
- **Daron Zwink – Director, IntraSee**
As one of the original members of IntraSee, and a PeopleSoft/Oracle Alumni, Daron specializes in PeopleSoft Technology – including strategy, design, integration, testing and implementation.



Agenda

- Kendle Company Overview
- What is Web 2.0 in the Enterprise
- Live Demo!



Company Overview

- Kendle founded in 1981
- Publicly-held clinical research organization
- Provider of Phase I-IV global clinical development solutions
- Fourth largest provider of Phase II-IV services worldwide
- More than 3,400 associates worldwide
- Offices in North America, Europe, Asia/Pacific, Latin America and Africa
- Global clinical trials conducted in more than 70 countries



Global locations



North America

- Ann Arbor, MI
- Chicago, IL
- Cincinnati, OH
- Cranford, NJ
- Durham, NC
- Los Angeles, CA
- Morgantown, WV
- Old Lyme, CT
- Rockville, MD
- Toronto, ON
- Wilmington, NC

Latin America

- Argentina
- Brazil
- Chile
- Colombia
- Mexico
- Peru

Europe

- Belgium
- Bulgaria
- Czech Republic
- England
- France
- Germany
- Israel

- Italy
- The Netherlands
- Poland
- Romania
- Russia
- Scotland
- Spain
- Sweden

Africa

- South Africa

Asia / Pacific

- Australia
- China
- India
- Singapore



Consistently Recognized for Excellence

- 2007 & 2006 “Best CRO” – Independent Panel for *Scrip World Pharmaceutical News*
- “Top CRO To Work With” – Thomson CenterWatch 2007 Survey of U.S. Investigative Sites
- 2006 Development Operations Strategic Supplier Excellence Award – Pfizer
- 2006 North American CRO Business Development Strategy Leadership of the Year Award – Frost & Sullivan

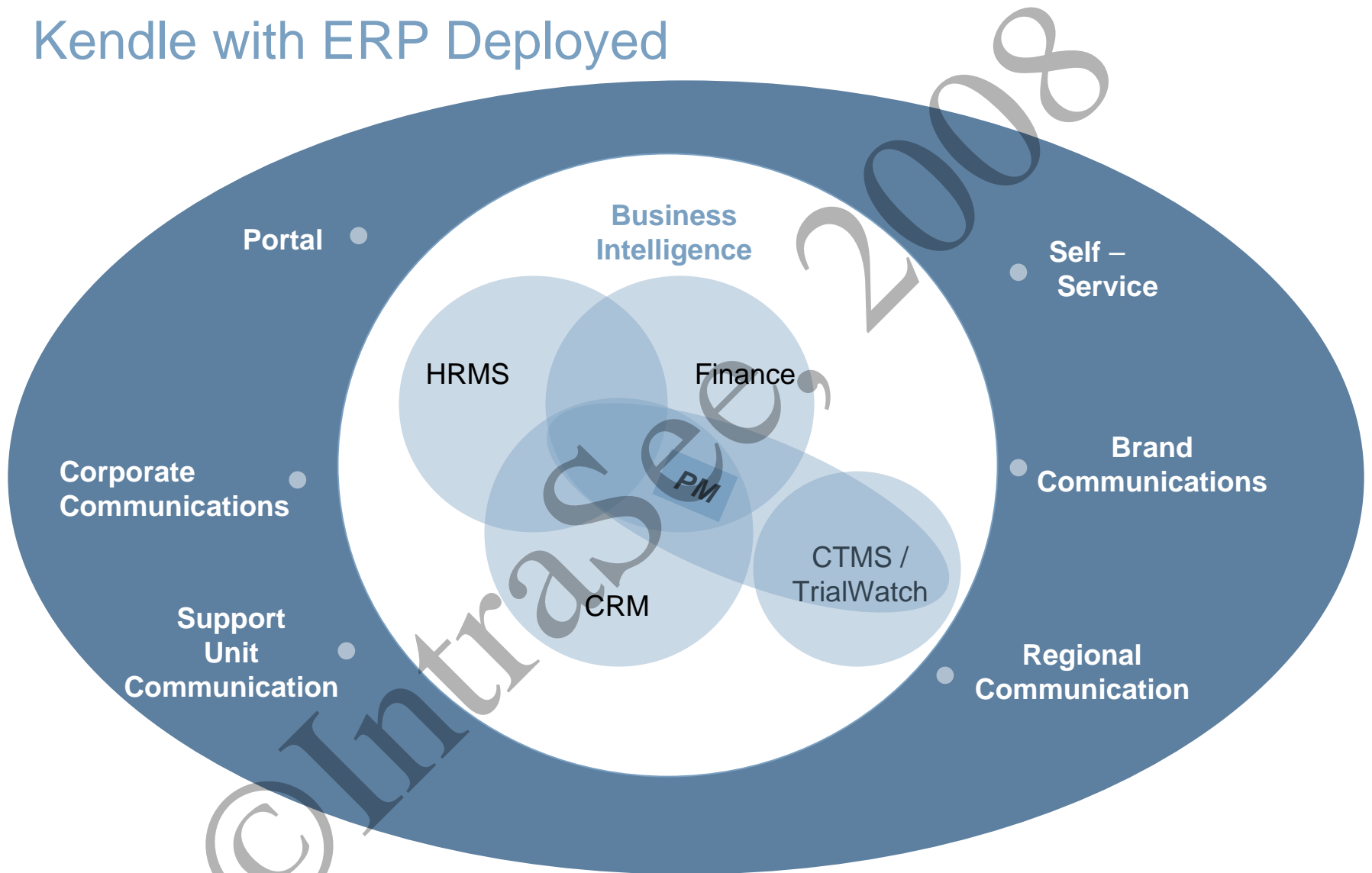


Why an ERP?

- Historically Entrepreneurial to gain market share (what ever it takes!)
- Have built up critical mass
- Initial business systems fragmented
 - Difficult to gather knowledge of the business
 - Not providing the business enough detail in the manner in which it is needed
- Need for improved efficiencies through single point of entry
- ONE VERSION of the Truth!



Kendle with ERP Deployed



Why a Portal?

- Address concerns related to finding information
- Need to create focal point for communications
- Ensure new transactional systems are easy to interface with
- Platform to support dashboards and general reporting
- Single sign-on to all ERP solutions
- Consolidated to-dos



Why choose IntraSee?

- Consulting company that specializes in Web 2.0 concepts in the PeopleSoft world
- Proven track record of success
- Extremely deep Portal knowledge
- Great to work with



What makes the Kendle implementation special?

- Prime example of Web 2.0 implemented in the Enterprise
 - Web 2.0 concepts are becoming prevalent on the Internet
 - Applies Web 2.0 concepts to an Enterprise environment
 - Some concepts are perfectly mirrored
 - Others are altered to take into account the different requirements of the Enterprise
 - Collaboration and content creation distributed across the organization
- Features, functionality, and User Interface match the top Internet sites
 - Not “boring PeopleSoft”



What is Web 2.0?



© IntraSee, 2008

*Source: Google Trends, USA Search Statistics



What is Web 2.0?

Web 1.0		Web 2.0
Ofoto	>>	Flickr
Britannica Online	>>	Wikipedia
personal websites	>>	blogging
screen scraping	>>	web services
publishing	>>	participation
content management systems	>>	wikis
stickiness	>>	syndication

*Source: O'Reilly, What is Web 2.0

13



What is a Web 2.0 User Interface?

- Web 1.0 is not unlike client-server
 - Excessive server trips
 - Remember PIA 8.0 and FieldChange?
- Web 2.0 acts like desktop applications
 - Less page reloads = speed & happiness
 - User interacts with the home page, instead of constantly navigating
 - PeopleSoft Portal can be Web 2.0 enabled without customization!
 - News Publications
 - Photo Gallery
 - Calendar



Web 2.0 on the Internet

- Yahoo - www.yahoo.com

© IntraSee, 2008



Live Demo

- myKendle

© IntraSee, 2008



Any Questions?

Contact.....

- Bill Hayfer – hayfer.williams@kendle.com
- Paul Isherwood – paul.isherwood@intrasee.com
- Daron Zwink – daron.zwink@intrasee.com

