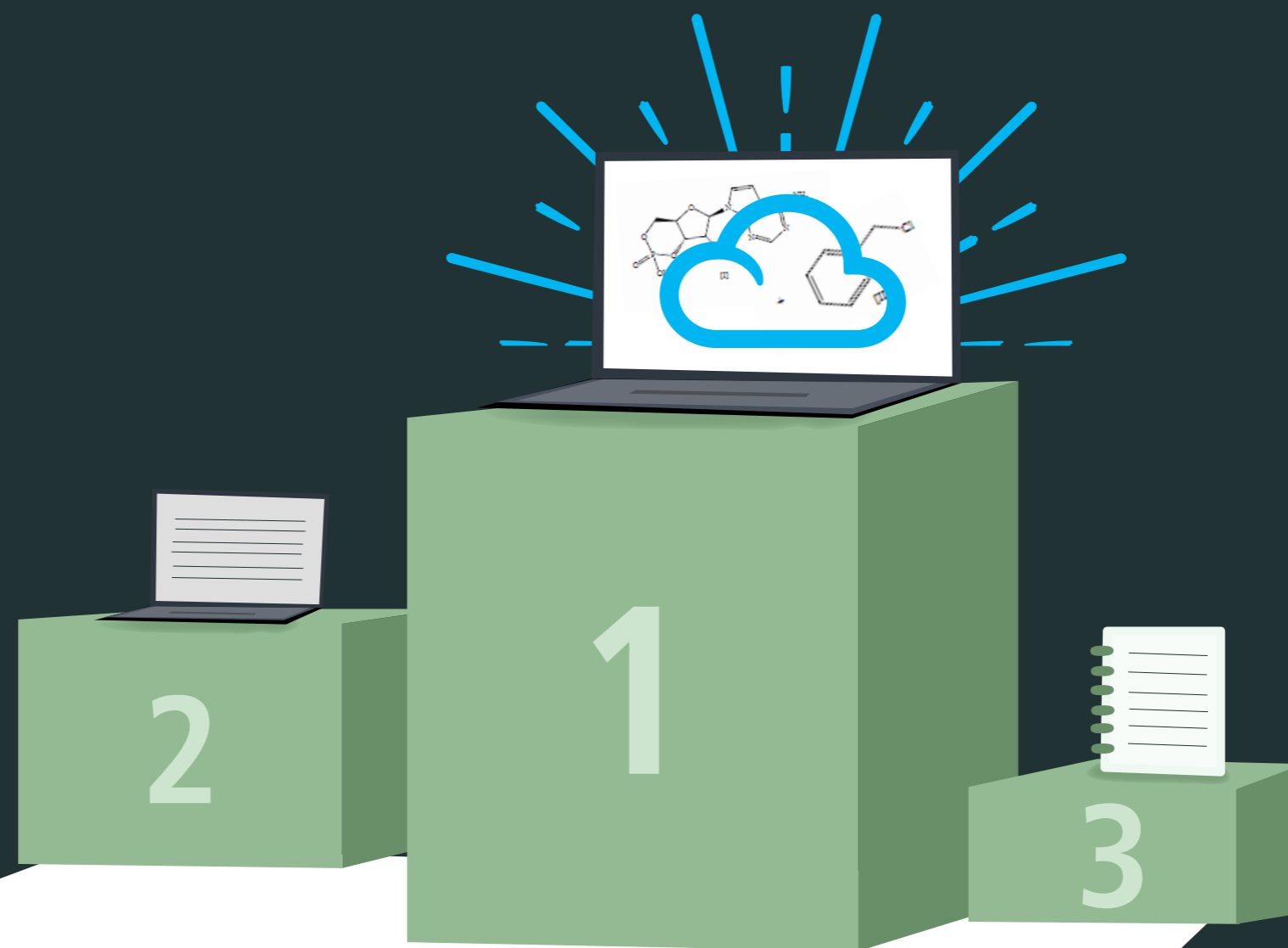


Why Cloud ELNs Are #1 for E-EFFICIENCY



HOW SCIENTIFIC PROGRESS IS MADE – AND MEASURED

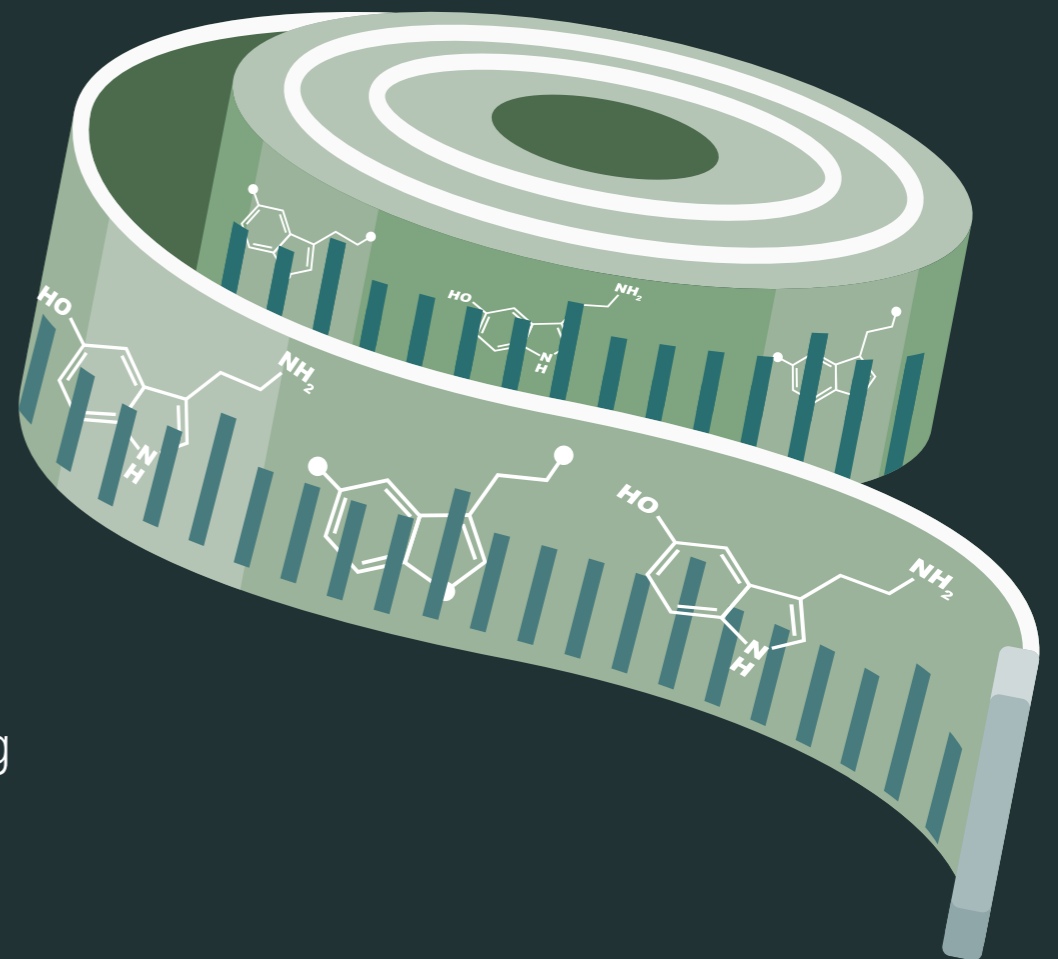
More, better, cheaper, faster:
It's what's driving *new therapies*.

Pharma labs are feeling the pressure to increase R&D productivity – and it's coming from a whole host of sources. Examples?

Here are just a few:

- Market forces bring intense – even cutthroat – competition
- Governments add new, and increasingly stringent, regulations
- Smaller patient populations carry more market clout, demanding targeted therapies for rare diseases

Future-forward labs are deploying intuitive tools and advanced processes in drug discovery and early drug development to increase the rate – and lower the cost – of scientific progress.



TOO MUCH DATA ISN'T THE PROBLEM. FINDING IT IS.

**Breaking down information barriers
avoids data dead ends.**

Much critical lab information gets relegated to data silos – disconnected information repositories that impede data sharing and slow discovery. At worst, data silos can make it harder to find information within your organization than outside it. Silos are caused by:

- IP and governance concerns
- IT barriers between groups and locations
- Inability to share with external collaborators
- Corporate culture

Information silos can result in tangible damage to the organization, including wasteful duplicate experiments and perpetuation of costly mistakes.



THE TROUBLE WITH TRADITIONAL NOTEBOOKS ...

... is that they don't do much to break down data silos or drive scientific productivity.

Look on most lab benchtops and you'll *still* see a traditional paper lab notebook. (The quintessential data silo!) Most "modern" ELNs are used simply as digital substitutes for pen on paper. And that's fine, as far as it goes.

Problem is, some ELNs are being used inside existing organizational or geographical silos due to IT or business constraints. So they perpetuate the age-old problems of traditional paper notebooks.

- Little sharing
- No searching and sorting
- Difficulty aggregating data

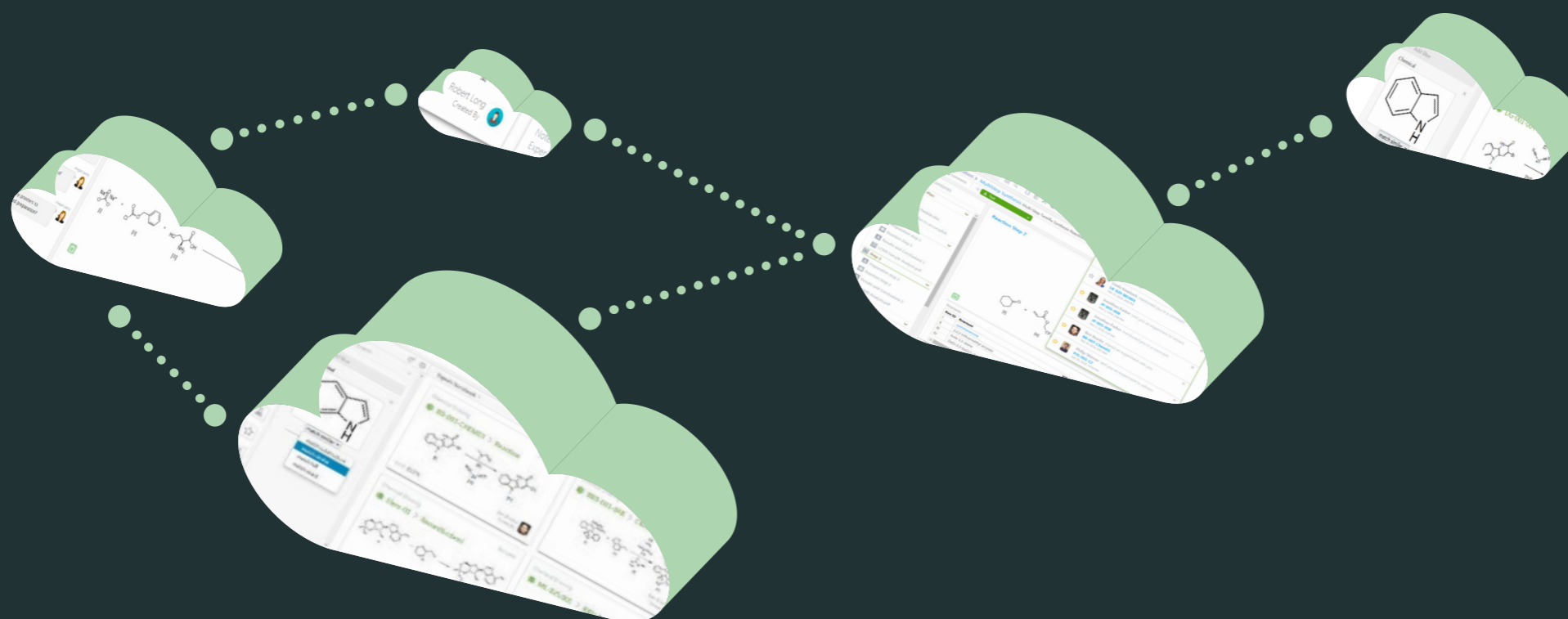


INFORMATION WORKS BEST WHEN IT'S SHARED

A lot of great science is being performed . . . *elsewhere*.

With the proliferation of contract research organizations (CROs), scientists increasingly depend on outside partners and/or vendors to perform, or collaborate on, drug discovery. But different organizations use different ELNs, meaning technical barriers can impede collaboration.

Bottom line, you don't always know where or when the next breakthrough discovery will come. But the right collaborative cloud ELN platform can go a long way to ensuring discovery is happening . . . *here*.



“Science knows no country, because knowledge belongs to humanity . . .” – Louis Pasteur

SIGNALS NOTEBOOK: A **SMARTER** DRIVE TO DISCOVERY

Collaborate better with all your stakeholders –
down the hall or **around the world**

PerkinElmer Signals™ Notebook is a flexible, powerful ELN that enables scientists, wherever they're working, to instantly author and manage experiments. It can be deployed globally and has the capability to:

- Enable sharing of reusable content across teams, sites, organizations
- Streamline collaboration with data tagging, grouping, and sorting of data
- Expedite searching for data using smart filters

And because it's a cloud-native application, it enables seamless sharing and feedback across internal teams and external collaborators worldwide.



“Science is a way of thinking much more than it is a body of knowledge.” – Carl Sagan

SIGNALS NOTEBOOK: SCIENCE GETS SOCIAL

An ELN that looks and feels like social media?
What's not to "Like"?

Signals Notebook delivers the same intuitive experience found in social media apps like Facebook, Twitter, and LinkedIn.

SCIENTISTS CAN NOW:



Designate colleagues' and collaborators' experiments as favorites to better track and reference them



Add comments, tag people, and use hashtags to link to relevant experiments



Receive alerts about experiment information – with opt-in email notifications available

DRUG DISCOVERY IS A **TEAM EFFORT**

Collaboration – it's how discovery gets done.

Signals Notebook software's collaboration capabilities work in the context of Signals Notebook Dynamic Access Control.

This modern approach to permissions grants access to data to specific collaborators who meet rules based on a combination of experiment attributes and user roles.

That way, researchers can collaborate seamlessly with their colleagues, wherever they are – and help meet the growing demands for increased R&D productivity.



For more information:



EDUCATIONAL WEBINAR



REQUEST A FREE TRIAL

“The whole of science is nothing more than a refinement of everyday thinking.” – Albert Einstein



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For the Better

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