

# Nycomed

Managing bidders for biopharma licensing can be a real logistical challenge. Thousands of pages of documents have to be made available for inspection by each bidder, yet must not be forwarded to any unauthorized individual. Additionally, with multiple bidders, the licensor must be able to prevent the documents from being accessed by an unsuccessful bidder once a partner is selected.

With several outlicensing transactions each year, often with as many as 180 participants from five different vendors, Nycomed's Director, Alliance Management, Jeff Jewell, knew he needed to find a robust solution that would allow the company to streamline the due diligence process and afford them the flexibility to scale up and down quickly. He had heard of Brainloop and their expertise in virtual data rooms and was eager to evaluate Brainloop's document compliance management solution. The application's fine-grained access control, framework for allowing users to easily apply centrally-defined security policies and its ability to meet Nycomed's file format requirements made it a clear choice.

Brainloop's SaaS-based solution and intuitive interface allowed Nycomed to implement its secure online work space quickly. Being based both in the US and Europe, Nycomed found customer service in Brainloop's Boston and Munich offices contributed to a smooth rollout and responsive support. In addition to control over access to documents in the secure online repository, Brainloop's integration with rights management services allows Nycomed to control document access even after the documents have been downloaded to the users' desktops. This allows Nycomed to invite multiple companies into a competitive bidding situation without worrying about having documents in circulation after a bid is accepted. Nycomed's Head, Alliance Management, Mark Wingertzahn comments, "We're now able to invite multiple bidders to review the documents simultaneously. The web-based access allows people on three continents to work on deals, all without having to travel. Most importantly, the ability to uniformly apply persistent security controls to our documents allows us to work efficiently, with confidence that our documents are protected."

## NYCOMED

Headquarters..... Zurich, Switzerland  
 Industry..... Pharmaceuticals  
 Employees..... ~12,000

Nycomed is a privately owned global pharmaceutical company with a differentiated portfolio focused on branded medicines in gastroenterology, respiratory and inflammatory diseases, pain, osteoporosis and tissue management. An extensive range of OTC products completes the portfolio.

Read more: [www.nycomed.com](http://www.nycomed.com)

### Challenges

Accelerating due diligence and supporting multiple bidders for technology outlicensing by distributing product dossiers electronically while maintaining the highest level of security and access control

### Benefit/Solution

- › controlled access to product dossiers consisting of up to 100,000 pages of PDFs
- › allows business users to automatically apply centrally-defined security policies
- › anytime, anywhere user and administrator access supports global transactions
- › persistent security for PDF documents through integration with Adobe LiveCycle
- › read-only access without downloading or installing any software through secure document viewer



Using Brainloop as a platform for secure online document sharing, Nycomed has conducted several major outlicensing transactions with multiple bidders, shortening the overall due diligence timeline significantly.

### About Brainloop

Brainloop provides a highly secure online work space that helps companies mitigate information risk, meet compliance objectives and increase process efficiencies when sharing confidential documents inside and outside the enterprise. Major organizations that use it include BMW, Deloitte, Eurocopter, Fujitsu Siemens, T-Mobile, and Zurich Financial Services.

Brainloop's secure online work space acts as a virtual safe where sensitive documents reside and can be viewed and edited by authorized users, whether inside or outside the network. The application protects documents against unauthorized access, forwarding, saving or printing, and provides a tamper-proof audit trail that ensures that every activity is recorded and traceable. Automatic versioning, change notification and alerts, workflow / task management and document format conversion support collaboration and process efficiency, thus promoting user acceptance.



## CONTACT

### Europe

Brainloop AG  
Franziskanerstr. 14  
81669 München · Germany  
T: +49 (89) 444 699 0  
info@brainloop.de  
www.brainloop.de

### USA

Brainloop Inc.  
One Broadway, 14th floor  
Cambridge, MA 02142 · USA  
T: +1 (800) 517 3171  
info@brainloop.com  
www.brainloop.com