

Protecting sensitive information during licensing procedures

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Intellectual property is the life science industry's most important capital, forming the basis of a product's market authorization as well as of successful partnership, license and due diligence negotiations. The challenge is that this knowledge needs to be made available while simultaneously being protected. What technical means are available to help companies achieve this delicate balancing act to the benefit of all interested parties?

Help is at hand from specialist IT companies who can provide and manage customized virtual worlds while ensuring highly selective access to the data within them. One such company is Brainloop, which provides document compliance solutions for an expanding clientele of biotech companies.

We recently sat down with Brigitte Ehret, Sales Director for Brainloop AG, to learn more about how their system works.

partneringNEWS (pN): *Could you briefly tell us who Brainloop is and what “document compliance” actually means?*



Brigitte Ehret, Sales Director,
Brainloop AG

Brigitte Ehret (BE): At Brainloop, we help our customers manage their highly confidential information in such a way that it's absolutely secure, even if they share it with external third parties. And that's what document compliance management is all about—protecting a company's sensitive information.

pN: *Does the biotech industry have special requirements on this level?*

BE: Yes, because our life science customers need to enable multiple external partners to view or even edit very sensitive documents for a number of different purposes, including reviews of dossiers, financing rounds, partnering, clinical studies and licensing procedures. With these activities it's vital to guarantee that documents are protected throughout their whole lifecycle and can't fall into the wrong hands.

pN: *How does that work exactly?*

BE: We provide security precautions on a technical level, such as encryption for document transmission and storage. The system allows for very granular permissions management, so companies can define exactly who's allowed to access a document and what they can do with it. Each person invited to join a project has to log in using a two-step authorization process

that meets today's highest security standards. And another thing that's really important is that all actions taken on a document are logged and fully traceable.

pN: *That sounds good, but how can I receive a document that's been sent to me and how is it protected once it's stored on my computer?*

BE: Using the Brainloop solution means you no longer have to send non-secure email attachments. Instead, you send links to the secured document directly from Outlook— and the email you send them in is encrypted during transmission. Even if you have permission to download the document onto your computer, the system can be set up to allow you to read but not forward it, and even to make the document “autodestruct” after a certain period of time so that you can't open it any more.

pN: *That sounds very sophisticated. How long would it take for me to set up the solution and work with it?*

BE: You don't need to buy a server or install any software on your computer, so it's up and running in a day or two at most, so you and your business partners can start working with it straight away. The user interface is so intuitive that no long training sessions are necessary. You only “rent” the software—which is provided on a SaaS (Software as a Service) basis—for as long as your project is running, and we invoice you for the exact number of days you used it. If you need help, our multilingual support hotline is available seven days a week across several time zones.

pN: *You mentioned that a few other biotechnology companies are customers of yours. Which Brainloop services do they use exactly?*

BE: SuppreMol uses our solution for its board-level communications. And Willex makes its dossiers available using our service, so they not only increase security but also productivity because several parties can view the dossiers at the same time, while remaining shielded from one another. Also Affimed, Nycomed and Intendis (part of Bayer HealthCare) use our solution for their sensitive documents.

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