

'E-LEARNING IS A KNOWLEDGE TRANSFER PROCESS'

The UK-based *Zenosis* provides life science professionals with up-to-date e-learning and knowledge support system for regulatory compliance. *Simon Burgess*, its *Chief Executive Officer*, details the benefits of the company's services to *Pharma Bio World*

Can you explain how your products help pharma professionals keep updated on regulatory legislations on daily basis?

Life sciences industry is one of the most heavily regulated industries in the world.

Therefore, knowledge of current regulations gets outdated at a quick pace. There were a number of requests from professionals whether presentations used by one of our directors during her training sessions, could be placed on her website. Thus was born an idea, which we decided to take further.

My background is in marketing, technology and media, related to healthcare.

My interest is in understanding the marketplace, and coming out with products to suit the requirements of the market. We spent 12 months, thoroughly researching the marketplace, test marketing products and prototypes. We did these with the big pharma companies, biotech discovery companies, regulatory agencies and contract manufacturers, all impacted by regulatory compliance.

We then decided to create a product that could constantly be updated, covering the breadth and depth of the life sciences market, and that could also be applied to medical devices, agro chemistry, veterinary, and the toiletries & cosmetics sectors.

and so on. We spent a further year developing the technology to satisfy the landscape, and in the summer of last year, we started selling the product.

How has the industry welcomed your products?

The results have been beyond our expectations. We have customers like AstraZeneca, Merck, Wyeth Biotech, and many others, and the business is growing phenomenally. We also have clients like government regulatory agencies, who want to train their own staff in legislations, since it is such an effective medium. Ninety per cent of the individual users are using this system as a daily support tool.

How did you ensure that your product is unique?

We had to make sure that our product was attractive globally and for all sizes of companies, and individuals. It had to be a product designed in an instructive manner - a reference product - which could be used as a daily knowledge support tool, and accessible from anywhere in the world. It had to also help line managers manage the process, collate the results, analyse data, and come to calculations on investments

How does a professional get access to your modules?

Zenosis currently has 14 titles that cover the breadth and depth of the product development lifecycle. We are producing a further 15 titles over the course of this year, and by the end of next year, we will have a 110 titles, with massive, comprehensive reference tools. Our services are totally web-based. You pay an annual subscription, which is a modest one, through our system, and purchase a module title.

Legislations change so fundamentally, so we have to replace over 70 per cent of the content of the next upgrade, which will be a totally new orientation towards that



legislation. Some corporate have as many as 500 users for our product.

Where does e-learning go from here?

For the last five years, e-learning has stood still, since it got a bad rap. We are a turnkey solution. E-learning is a component of our overall solutions. We produce an instruction design manual, and it is on the web, so it is defined as 'e-learning'. E-learning is not about putting a 300-pages instruction manual on the web. It has to be presented in a format, which enhances the knowledge transfer process.

How will you ensure this transfer, in a foolproof manner?

We have an editorial board that acts as a steering committee. We also have a

regulatory intelligence department, which researches the market and maintains the level of competency and updatedness of our titles. We provide a contextual interpretation of the regulations. We also have content developers from a scientific background.

What are the expansion plans for the future?

By the end of 2007, we are targeting to set up 250 titles. We are investing over \$2 million over the next 18 months for the development of our titles. By the end of the current year, we are targeting 3000 individual users.

We have a number of clients in the US, Japan, and Europe, and now we want to

develop our footprints in India, South East Asia, and the Far East.

We are opening an office in the US. India is also a vital market to us. India is going to be a heavyweight in the life sciences industry in this century. We are also looking at China. By the end of next year, we will have around 70 employees across the globe.

We are optimistic about the future. Globally, pharma companies are now under pressure to reduce budgets and to increase pipelines and productivity. A top pharma company has identified that, over the last five years, for every \$1 they spent on e-learning, they have saved another \$9 in training. This is the opportunity that lies before us.

FORM IV

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I Maulik Jasubhai, hereby declare that the particulars given above are true to the best of my knowledge and belief.

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Signature of Publisher