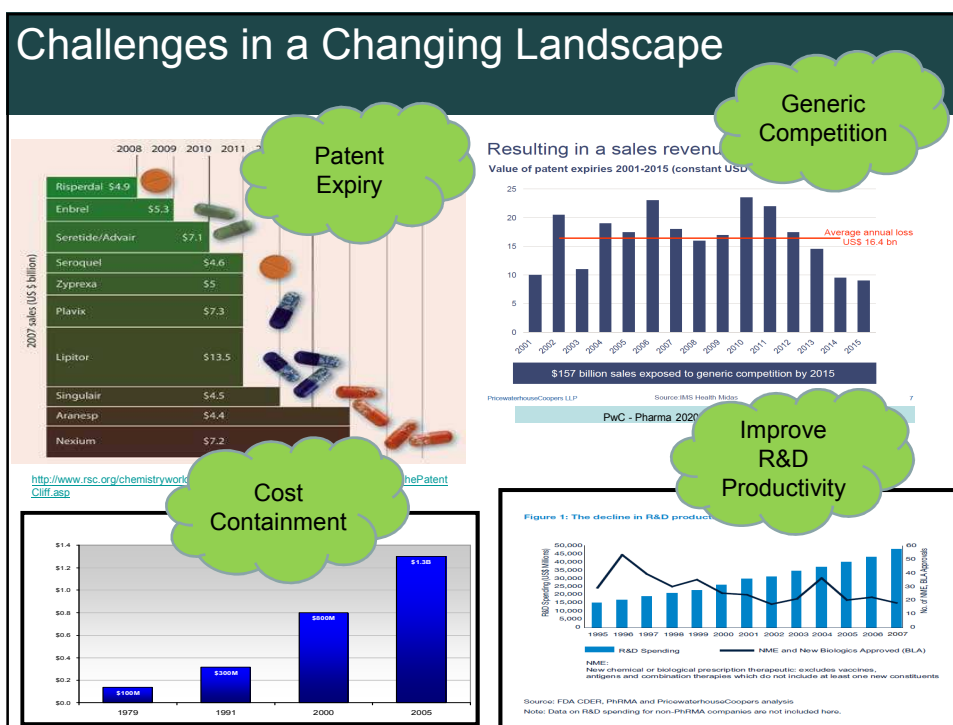
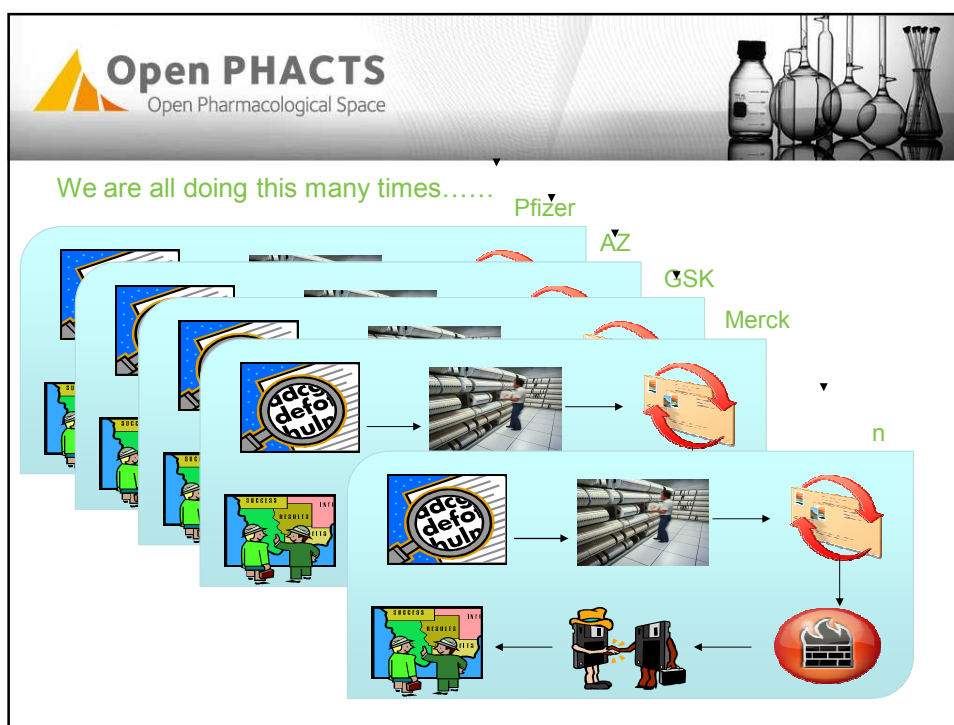
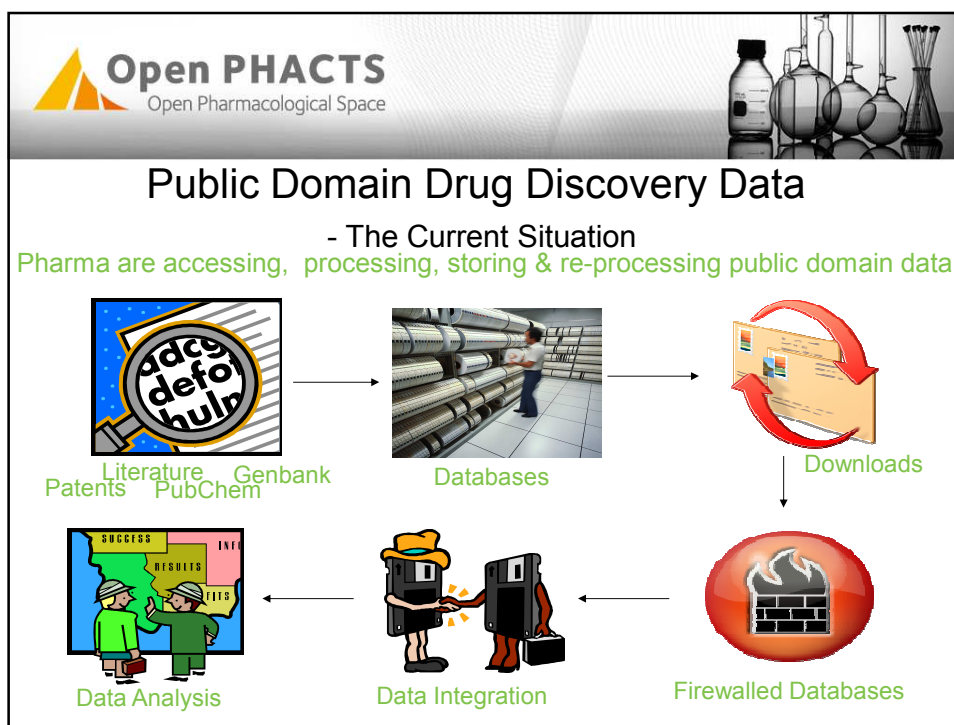


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Industry Perspective

Bryn Williams-Jones







Industry drivers for change

Data

- ✦ High volume / high quality data is in the public domain
 - Internal data generation does not transform drug discovery
- ✦ Data ownership not competitive
 - Real benefit is entirely in use
- ✦ The use of data provides the competitive edge, e.g.
 - Novel Algorithms
 - Novel Inferences
 - Data Integration
- ✦ Owning data can be a burden
 - e.g. 2nd-gen sequence
 - Processing, storage, updates

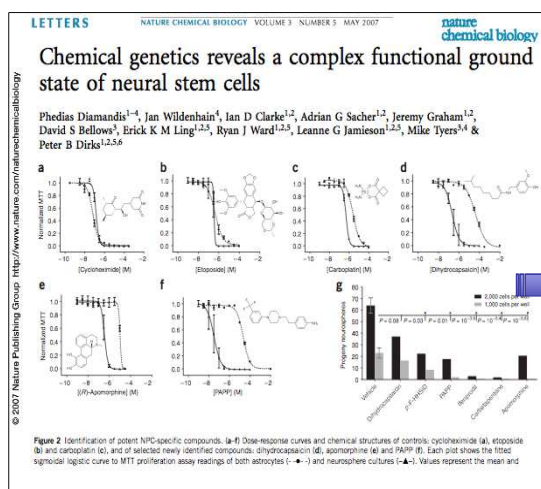
Infrastructure

- ✦ Cost-pressure: funding for IT infrastructure universally in decline (Pharma)
- ✦ Tech developments have increased platform complexity
 - e.g. 2nd-gen sequencing
- ✦ Costs are difficult to manage with limited competitive benefit
 - This is only set to continue
- ✦ Public infrastructure and services are a real alternative to internal solutions
 - Failure to adopt them could present an opportunity cost

If something is unsustainable it will stop
 (Herbert Stein, chairman of the Council of Economic Advisers 72-74)



Its still hard to....



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“Old Problem”



Now... Where to Start?




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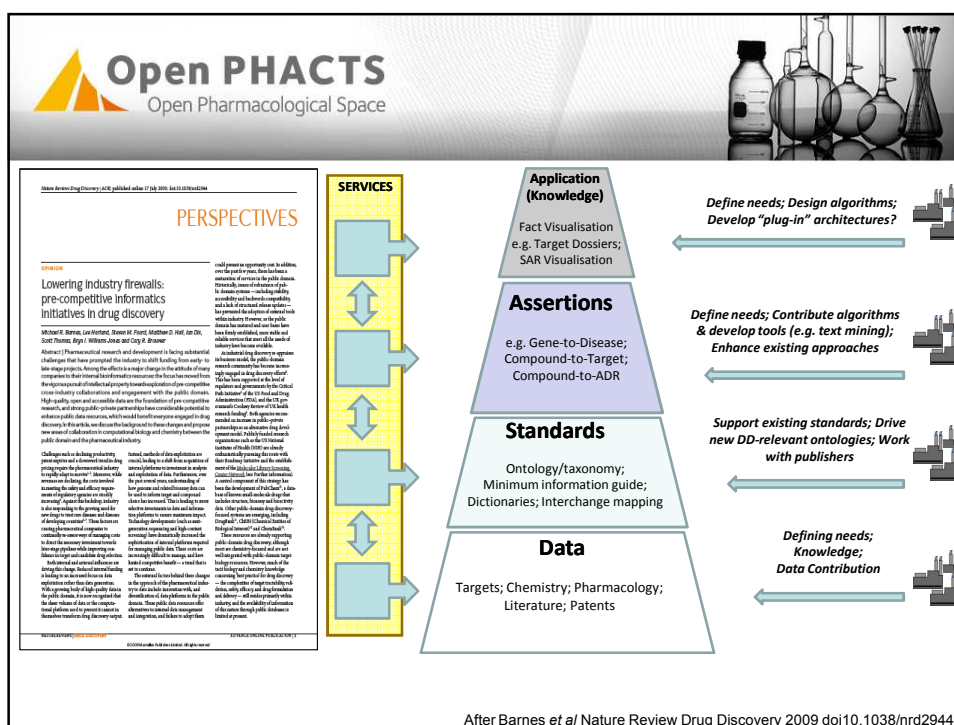


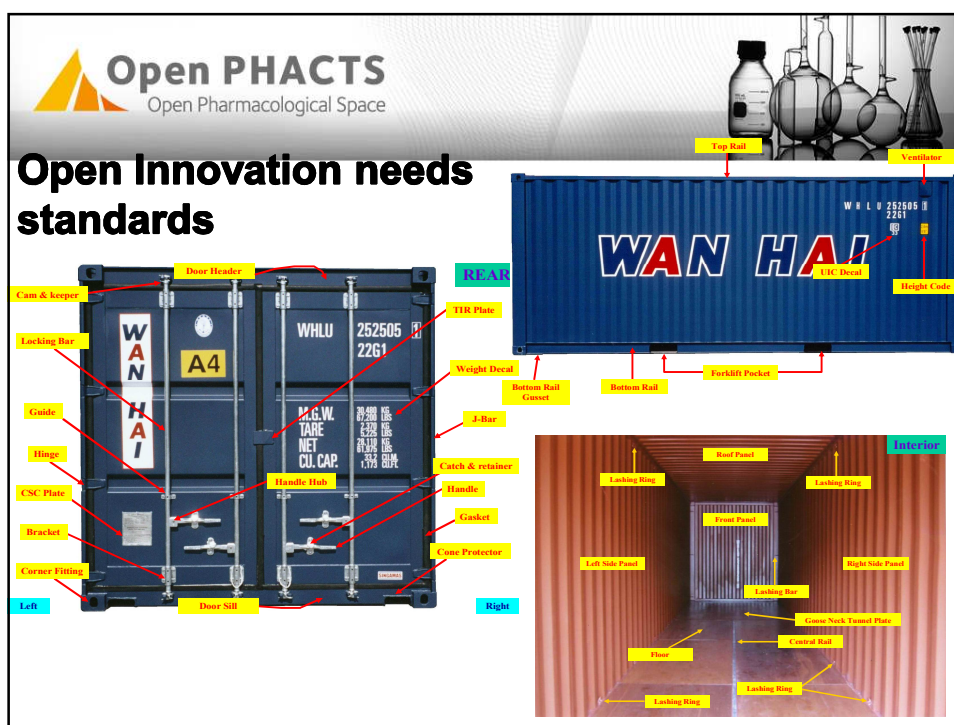
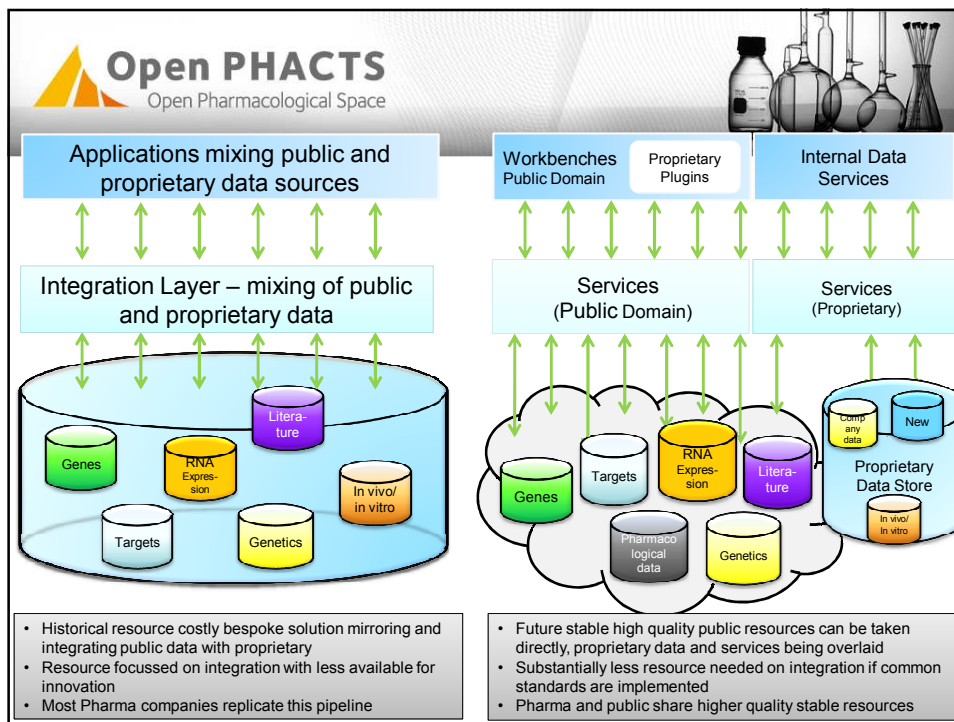
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Chemical tool
Molecular Interaction
Protein Structure and Function
Sequence Variation
Splice Variants
SNPs and Pharmacogenomics
Phylogeny



**“Too much data” “Too many applications”
“This doesn’t apply to me” “You need a PhD in IT to use this stuff”
“What does this really mean to my project?”**







Why Standardise?

