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Welcome to the May 2009 Issue!

The **PharmSource PERISCOPE** provides valuable insight into sales issues and trends for companies that sell goods or services to bio/pharma. It helps you recognize new business opportunities, and overcome sales obstacles. Enjoy the May issue.

The PharmSource Team

Pharma Sales: Lead Activity Report

PharmSource Lead Sheet: April Opportunities

263 overall leads for pharma vendors were reported by the *PharmSource Lead Sheet* in April, 2009.

Lead Type	Apr-09	2009 Y-T-D
Non-US Leads	97	391
Early development candidates	92	254
Late development candidates	49	221
Large molecule candidates	39	138
Small molecule candidates	104	357
Newly-funded companies	43	235
New sourcing executives	19	90
Parenteral dosage form candidates	45	198
Oral candidates	75	224
Total Leads*	263	1104

* Total leads include product acquisitions/alliances, company acquisition/alliances and other sponsor events. Pipeline leads shown are categorized by development, API and dosage form.

Lead Sampler

Below are two actual leads from a recent issue of the *PharmSource Lead Sheet (PLS)*, the weekly, web-based information service that delivers new business opportunities and key market intelligence information to companies serving Bio/Pharma. It reports new information on products in development, acquisitions, alliances, financing transactions, and more, and delivers up to 70+ fresh leads each week.

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Use the *PLS* to stay on top of opportunities as soon as they're announced, to keep attuned to market activity and trends, and as a key resource for targeted marketing.

FOR WEEK OF:
04-26-2009

Products in Development ●

Product Acquisitions ●

Corporate Finance ●

Other Sponsor Events ●

Key Appointments ●

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Products in Development

Phase I	
Company:	BioMarin Pharmaceutical, Inc.
HQ Location:	Novato, CA
Product:	BMN 110
Dosage Form:	Parenteral
Nature of API:	Biologic - Protein - Enzyme
Therapeutic Area:	Metabolic
Comment:	BioMarin initiates a Phase I trial with BMN 110 for the treatment of the lysosomal storage disorder mucopolysaccharidosis Type IVA, or Morquio A syndrome. BMN 110 is an enzyme replacement for N-acetylgalactosamine-6-sulfatase. The trial will enroll approximately 20 patients. The company expects to report initial results in H1 of 2010.
Clinical research contact:	Henry J. Fuchs, MD , SVP & CMO
Research contact:	Daniel P. Maher , Product Development
Sourcing and Supply Chain contact:	Steven Jungles , Supply Chain
Print Lead Email Lead	

Corporate Finance, Alliances, and Acquisitions

Corporate Finance	
Company:	ProtAffin Biotechnologie AG
HQ Location:	Graz, Austria
Financing Type:	Venture capital investment
Amount Raised:	\$18.40 million
Description:	ProtAffin raises \$18.4 million in a round of Series B financing. Proceeds will support the completion of its Phase I trial for PA401, a treatment for inflammation.
Strategy:	ProtAffin develops products for acute and chronic inflammatory diseases.
Corporate:	Jason Slingsby , CEO
Research contact:	Andreas Kunjl , CSO
Print Lead Email Lead	

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Sales Article

7 Simple Do's To Maintaining a Clean CRM Database

By Vaibhav Domkundwar

A pet peeve for anyone in marketing or sales who works with Customer Relationship Management (CRM) software while setting up their direct mail or other outbound campaigns is bad data. While there are great features when it comes to hosted CRMs like Salesforce.com or Sugar CRM, you will only realize the full potential of these CRMs if you maintain clean data. A poorly maintained database results in lots & lots of inefficiency, whether you need to run reports for analytics or even simple tasks like printing out addresses for direct mail campaigns.

With multiple access and data pouring in from several sources, CRM database maintenance is not as simple as it may seem. It needs a disciplined 'every day' process and consistent effort from all of those who use it. Here are a few simple Do's to maintain a clean database:

- Do make sure you enter only the data you need into your CRM and filter out what looks like junk right at the start. Many have a habit of dumping entire excel or csv sheets of leads, accounts and contact data which hasn't been screened before upload for junk data which may be completely unnecessary.
- Do run your data through a normalization process and format all the data well in the csv file or sheet before you upload it to your CRM. It's a lot quicker and it can save you from having to access several accounts and check data online once it has already been assigned to various user accounts and campaigns.
- Do label all campaigns and sets of uploaded data items with a standard company-wide naming convention which is clearly understood by users and ensures that every record is assigned correctly. As simple as it may seem, a lot of accounts have data that is simply uploaded and in time nobody knows its source, to which campaign it belongs or whose lead it is.
- Do follow a standard convention across all users for entering data such as account names, postal addresses, job titles, etc. It standardizes formats and makes things easier while printing reports or direct mail campaigns.
- Do look for missing data elements like a missing phone number or missing zip code in the address, preferably before uploading the data or at least while entering an individual record. Appending missing data at an earlier stage when there are fewer records to handle is a lot easier than having to go through the entire database and then look for what's missing.

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- Do ensure that users update the status of a company, lead or opportunity every time some activity is performed. If these are not updated the reports run on this data will yield inaccurate results.
- Do run regular audits for data quality and carry out a data cleansing effort periodically (at least once every quarter). If you can do it more frequently, there will be less data which needs to be updated or cleansed and the data will stay in better shape.

Good data in. Good data out. It's that simple!

About the Author

Vaibhav Domkundwar is the founder & CEO of ReadyContacts, a unique customer development solutions firm with a focus on B2B lead data management. Vaibhav also founded BetterLabs, a unique product incubation firm based in San Jose & Pune, India. Prior to this, Vaibhav was a co-founder and Director of Marketing at Roamware, a global leader in mobile roaming services with a customer base of 292 mobile carriers in 116 countries. Earlier in his career, Vaibhav held product management roles at Corio and i2 Technologies. Vaibhav graduated with a Master of Science and a Management of Technology degree from University of California, Berkeley and holds a Bachelor of Engineering degree from College of Engineering, Pune, India.

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Prospect Profile

Sunesis Pharmaceuticals, Inc. (SNSS)

Sunesis Pharmaceuticals, Inc. is a public biopharmaceutical company that discovers and develops products to treat hematologic and solid tumor cancers. R&D expenditures in 2008 were \$26.3 million. Sunesis received \$43.5 million in private placement (as reported in the April 5, 2009 issue of the *PharmSource Lead Sheet*). Proceeds will further the development of voreloxin through late stage development to treat acute myeloid leukemia as well as for the anticipated NDA filing.

Corporate Highlights

- February 1998: Company was incorporated in Delaware as Mosaic Pharmaceuticals, Inc.
- September 2005: Company filed for an IPO.
- January 2007: Company formed Sunesis Europe Limited, a UK subsidiary.
- The company has 36 total employees (R&D: 20; General & Administrative Activities: 16).
- Corporate Headquarters: South San Francisco, CA: 15,000 sq. ft.
- Laboratory: South San Francisco, CA: 5,500 sq. ft.

Manufacturing Status

- Sunesis does not own or operate a manufacturing facility.
- Sunesis obtains APIs and finished products from third party contract manufacturers.
- Sunesis obtains:
 - API for voreloxin, classified as a toxic substance, from a single-source supplier.
 - Formulation and vial filling for voreloxin which are done by two different third party contract manufacturers.

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Business Relationships

- Clinical trials are conducted by third parties, including CROs, contract laboratories and clinical investigators.
- May 2002: Sunesis and Johnson & Johnson Pharmaceutical R&D entered an agreement for Cathepsin S inhibitors.
- February 2003: Sunesis and Merck enter a license and collaboration agreement for beta-secretase (BACE) inhibitors.
- October 2003: Sunesis licensed Dainippon Sumitomo Pharma Co., Ltd.'s worldwide development and commercialization rights to voreloxin.
- August 2004: Sunesis and Biogen Idec agreed to discover, develop and launch Raf kinase inhibitors and up to five targets.
- January 2007: SARcode Corp. obtained license to Sunesis' LFA-1 inhibitor program.

Sourcing Opportunities

- Manufacturing
- Patient enrollment
- Conducting clinical trials
- Marketing and sales of approved products
- Distribution

Pipeline

Product Candidate	Indication	Dosage Form	Status	Next Anticipated Step
Aurora A inhibitor	Cancer	TBA	Discovery (in vivo)	Select indication & combination regimens
Cathepsin S inhibitor (partner J&J)	Inflammation	Oral	Discovery	TBA
Raf kinase inhibitor (partner Biogen Idec)	Cancer	TBA	Discovery	TBA
BACE inhibitor (partner Merck)	Alzheimer's	TBA	Preclinical	TBA
SNS-032	Chronic lymphocytic leukemia / Multiple myeloma	Parenteral	Phase I	Discontinue development to focus on voreloxin
SNS-314	Advanced solid tumors	Parenteral	Phase I	Seek partner to continue development
Voreloxin (SNS-595)	Acute myeloid leukemia / Platinum ovarian cancer	Oral/ Parenteral	Phase II	TBA

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Finances

(In \$ thousands)	2006	2007	2008
Revenues	13,709	9,663	5,417
R&D Expenditures	35,615	36,060	26,285
General & Administrative Expenditures	12,255	13,570	11,524
Total Operating Expenses	47,870	51,193	43,592
Capital Expenditures	2,304	1,511	179

Contact Information

Sunesis Pharmaceuticals, Inc. Key Officers

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PharmSource Lead Sheet Special Offer

The *PharmSource Lead Sheet (PLS)* is the weekly web-based information service that identifies fresh business opportunities for companies serving pharma and biotech. Respected, endorsed and depended on by the top companies, the *PLS* informs you of new business opportunities. It lowers your prospecting costs, raises the productivity of your sales staff, and helps keep your lead funnel full.

If you're not yet a subscriber to the *PharmSource Lead Sheet*, we invite you to take a **complimentary test-drive** to see for yourself how this service can be a vital tool for growing your market share.

*** Subscribe by May, 31 2009 and
 Get 10% off!**

* This offer is for new subscribers only at the Corporate- or Premier-level.

To schedule your free **test-drive**, call Judy Miller at (703)383-4903, ext. 103 (ET)
 or send an email to judy@pharmsource.com.

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