



## **Medidata Solutions Welcomes First Australian CRO to ASPire to Win Channel Partner Program**

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*Sydney-based Novotech Adds Global Services for Medidata Rave Clinical Trial Technology*

NEW YORK, N.Y. – June 1, 2010 – Medidata Solutions (NASDAQ: MDSO), a leading global provider of SaaS-based clinical development solutions, today announced that Australian contract research organization (CRO) Novotech has joined Medidata's ASPire to Win® channel partner program. As the largest full-service Australian CRO, and with an extensive operations footprint across Asia, Novotech can now offer sponsors a full range of services around the Medidata Rave® electronic data capture (EDC) and clinical data management (CDM) solution. Novotech plans to leverage Medidata Rave to streamline the clinical research process for customers conducting Phase I–III trials in nine countries and across a range of therapeutic categories.

Headquartered in Sydney, Novotech works with biotechnology and pharmaceutical companies in North America and Europe to bring new products to the global market by offering a full range of ICH-compliant clinical services, from first human exposure through to completion of Phase III trials. Novotech has helped global customers conduct trials across a population base of more than 1.5 billion people in the Australasian region. As the demand for global clinical outsourcing services continues to grow, Novotech selected Medidata Rave and joined the ASPire to Win program for Medidata's ability to handle large, complex, global studies and its comprehensive partner enablement program.

"Medidata Rave is a robust system with global capabilities, a clear, intuitive interface and widespread acceptance among our global sites," said Alek Safarian, CEO, Novotech. "Medidata also offers the technology and support that allows us to improve communication and streamline data collection and management with many of our clients based in North America and Europe, enabling us to drive global reach and close the distance gap."

Novotech is now pursuing Rave Accredited Plus, the most advanced level in Medidata's channel partner program. Once at this level, Novotech will be positioned to provide the full range of Rave-related services, including end-user training, study build, reporting, outputs, integrations and migrations.

"We are very excited to add Novotech as the first Australian-based CRO in our ASPire to Win program," said Graham Bunn, Vice President for Global CRO Partnerships, Medidata Solutions. "Our in-depth experience in helping sponsors and CROs facilitate clinical trials on a global scale makes us a natural partner to support Novotech's clinical support goals, and we look forward to helping drive their future research initiatives."

Medidata first announced ASPire to Win in April 2005 as a channel partner program designed to enable select CROs and other service providers to offer Medidata Rave implementation services. Since then, ASPire to Win has grown to include more than 25 partners, ranging from smaller clinical consultancies to large, global CROs.

## **About Novotech**

Headquartered in Sydney with a regional hub in Malaysia, Novotech is focused on the Asia Pacific region with operations in nine countries including India and South Korea. Novotech also has worldwide reach through the company's network of strategic partners. Novotech, described by Frost & Sullivan as the best in its industry class for Australia based CROs, brings its global reputation for high quality service and regional expertise to the high-growth Asia Pacific area. As the largest independent CRO based in Australia, Novotech offers a level of flexibility and local knowledge that is unmatched among other contract research organizations in the region. Since 2006, Novotech has been recognized as Australia's leading CRO by Frost & Sullivan in its Asia Pacific Excellence in Healthcare awards. For more information, please visit [www.novotech-cro.com](http://www.novotech-cro.com).

## **About Medidata Solutions Worldwide**

Medidata Solutions ([www.mdsol.com](http://www.mdsol.com)) is a leading global provider of SaaS-based clinical technology solutions that enhance the efficiency of customers' clinical development processes and optimize their research and development investments. Medidata products and services allow customers to achieve clinical results more efficiently and effectively by streamlining the design, planning and management of key aspects of the clinical development process, including protocol development (Medidata Designer®), investigator benchmarking and budgeting (Medidata Grants Manager®), contract research organization (CRO) benchmarking and budgeting (Medidata CRO Contractor®), and the capture, management, analysis and reporting of clinical trial data (Medidata Rave®). Medidata's diverse customer base spans pharmaceutical, biotechnology and medical device companies, academic institutions, CROs and other research organizations, and includes more than 20 of the top 25 global pharmaceutical companies.

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