



## Enabling Translational Research with Breakthrough Thinking

GenoLogics is the leading provider of informatics solutions for translational research, covering both the clinical and discovery domains. Our vision is to catalyze life sciences research with a collaborative data management software platform, advancing the early detection, prevention and treatment of disease.

While the volume of data generated in the life sciences field is growing daily, GenoLogics understands that ultimate success requires sharing of data between the clinical and discovery domains. The challenge is not simply dealing with volumes of data, but also the seamless integration of standards compliant data from across multiple facilities and sciences into a common informatics system.

GenoLogics provides organizations with informatics solutions that manage and connect the biomedical and research areas. Our Biomedical Informatics product suite allows labs to track observational studies and biospecimens, collect patient data at remote sites and manage clinical annotations. Our Research Informatics solution provides discovery labs with unmatched workflow traceability, systematic data capture and online collaboration tools. Our holistic platform facilitates advanced analysis and reporting by aggregating contextually relevant data across the biomedical and research areas and storing the data in a secure, accessible warehouse.

To provide our customers with integrated and adaptable solutions, GenoLogics partners with best-in-class vendors such as Affymetrix, Illumina, Proteome Software, Applied Biosystems and GenVault. From seamless instrument and software integrations, to aggregating data from multiple systems, GenoLogics and partners can meet the unique informatics needs of our customers.

Customer solutions range from implementing a data management system for a genomics or proteomics lab to deploying an enterprise system across multiple facilities and sciences to enable translational research or systems biology initiatives. GenoLogics works closely with its customers in a collaborative approach to ensure it develops solutions that increase productivity, streamline lab operations and accelerate scientific results.

GenoLogics works with a wide range of prominent customers at academic institutions, medical centers and pharmaceutical and biotechnology research facilities across North American and Europe. Some of the clients we work with include: Windber Research Institute, Johns Hopkins University, Med BioGene, Penn State College of Medicine, University of Texas Houston, Vanderbilt University, Alberta Transplant Applied Genomics Center, Fred Hutchinson Cancer Research Center, Cancer Research UK, University of Sheffield, Uniformed Services University of Health Sciences, Purdue University and others.

Our success is from responding to customer needs, providing both enterprise-wide and science-purposed software, and enabling breakthrough solutions for translational research informatics. With a comprehensive GenoLogics solution, your translational research initiative can substantially improve patient care, increase efficiency in drug development and improve drug efficacy. When you choose GenoLogics, our primary focus is to implement the solution that best supports your initiative now and into the future.

## Fast Facts

Established:	July 2002
Headquarters:	Victoria, BC Canada
Other Locations:	Philadelphia, San Francisco, London (UK)
Ownership:	Private
Key Investors:	OVP Venture Partners Growthworks Yaletown Venture Partners
Management:	Michael Ball, CEO GenoLogics

Mr. Ball joined GenoLogics as CEO in 2004 and was instrumental in securing the Series A round of venture capital funding for GenoLogics. He leads a strong management team skilled in leading technology start-ups and growing businesses internationally.

Mr. Ball has 20 years experience in international sales, marketing and business development with high growth technology companies. Previously, he held executive positions at various technology companies including five years in management with Creo Products Inc. as VP Business Development and VP European Sales and Service. Mr. Ball was a member of Creo's executive team from 1995-2000, during which time the company's revenue increased from \$70 million to \$700 million.

In addition to his Creo experience, Mr. Ball was a VP at Carmanah Technologies, spent seven years at Digital Equipment Corp. and has been involved with several technology start-ups.