



THE WORLDWIDE LEADER IN PHARMACEUTICAL SERVICES



> quintiles.com



Quintiles: Local Company with a Global Presence (est. 1982)

Paula Brown Stafford
Executive Vice President
Global Data Management and Biostatistics

Quintiles Transnational Corp.



The Course of Action

- ▶ Local
- ▶ Multinational
- ▶ Global
- ▶ Local

The What, When and How of Quintiles Transnational Corp.



- ▶ 2008
- ▶ 1982
- ▶ 1987
- ▶ 1994
- ▶ 2005



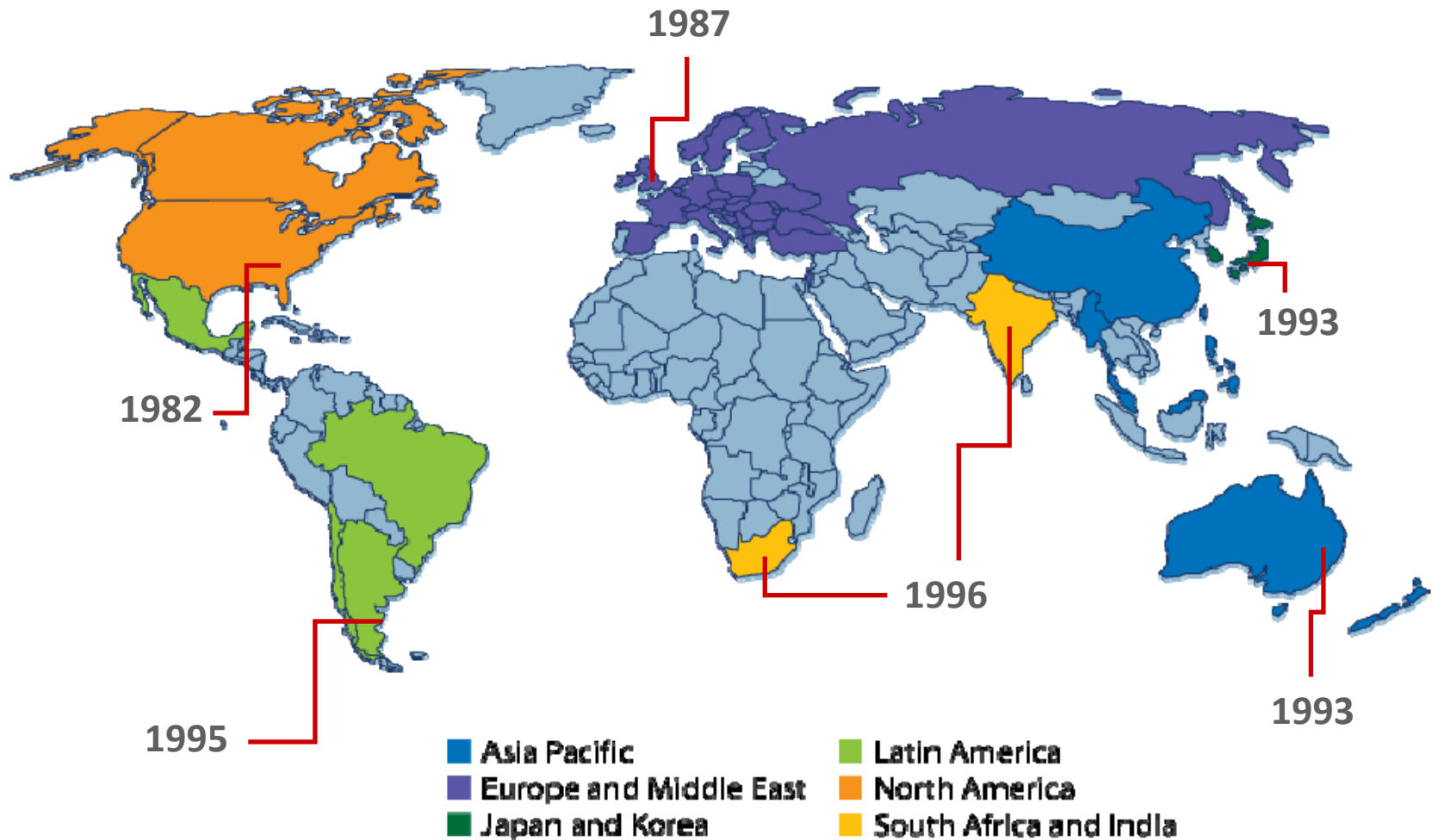
Quintiles Transnational Corp. Today

- ▶ Worldwide leader in pharmaceutical services
- ▶ Provide outsourced services to the pharmaceutical, biotechnology and healthcare industries
- ▶ 20,000+ professionals in 50+ countries
- ▶ Broad range of services:
 - ▶ Product Development (Quintiles)
 - ▶ Commercialization (Innovex)
 - ▶ Strategic Partnering (NovaQuest)





Where and Why?



Access to employees and patients around the world allows Quintiles to efficiently and cost-effectively meet our customers' needs to lower costs.

Why North Carolina First?

- ▶ RTP – NC foresight for Chapel Hill, Raleigh, Durham
- ▶ Duke, NCCU, NCSU, **UNC-CH**
- ▶ Pharmaceutical presence in Southeast
- ▶ Right expertise in the right place at the right time



Why Multinational?

- ▶ Customer demand
- ▶ Talent pool
- ▶ Patient pool

Why go Global?

Multinational



Global

- ▶ Geographical structure
- ▶ Multiple processes fitted to national requirements
- ▶ Few central policies
- ▶ National careers
- ▶ Integrated structure
- ▶ Global standardization
- ▶ Activities coordinated centrally
- ▶ International careers



The Benefits of Globalization

- ▶ Cost – economies of scale through standardization
- ▶ Timing – 24 x 7; both hemispheres
- ▶ Learning – coordinated transfer of practices
- ▶ Labor Arbitrage – the off-shoring phenomena

The Perception of Globalization

GRAND AVENUE

BY STEVE BREEN



© UFS, Inc.



Challenges of Globalization

- ▶ The human resource maze
- ▶ Communication
- ▶ Financial risk
- ▶ IT Infrastructure
- ▶ Cultural differences



The Benefits of Localization

- ▶ Flexibility – to customize solutions
- ▶ Proximity – to understand customer
- ▶ Quick response time – to demands



Why Rural US? Why Martin County, NC?

QUINTILES[®]
TRANSNATIONAL

Customer Proximity

- ▶ Same time zone as the majority of our customers in North America
- ▶ Novo Nordisk, GSK, Purdue, Merck facilities

Corporate Proximity

- ▶ 90 minute drive from Quintiles headquarters in RTP
- ▶ Easily serviced by Quintiles IT, Learning and Development, data experts and management team from RTP

Partnership Opportunities

- ▶ 30 minute drive from Greenville Hospital and ECU Medical School
- ▶ Close proximity to NC Biotech Center in Greenville

Communication Infrastructure

- ▶ NCTeleCenter services - Site sits on the Sprint backbone

Community Relations

- ▶ Creating jobs is an important community effort



The Benefits of a Mix of Global and Local

QUINTILES[®]
TRANSNATIONAL

“This positioning is increasingly becoming the dominant competitive battleground for a vast majority of sectors.”

Philippe Lasserre, “Global Strategic Management”

Technology: The Great Equalizer

**Bloemfontein,
South Africa**



Williamston, NC



**Technology allows a global organization to
be location independent**



**Bangalore,
India**



Durham, NC



In Summary: Think and Act Global and Local

QUINTILES[®]
TRANSNATIONAL

- ▶ You have to start somewhere

- ▶ Invest
 - ▶ IT Infrastructure
 - ▶ Training
 - ▶ Standards practices

- ▶ Growth comes from multiple strategies

- ▶ Remember who you are

