

Corporate Focus

A Corporate Focus Success Story

Reliant Pharmaceuticals, LLC



ABOUT RELIANT PHARMACEUTICALS

Reliant Pharmaceuticals, LLC is a privately held company founded in 1999 to market branded, patent protected, ethical pharmaceutical products to primary care and targeted specialty physicians and to create and develop innovative solutions for better treatments and therapies. Reliant develops and implements sophisticated life cycle management strategies to extend marketing exclusivity or provide additional patent protection for its products and is also engaged in late stage development of new chemical entities.

CUSTOMER CHALLENGE

Reliant Pharmaceuticals, LLC is a rapidly growing, privately held pharmaceutical company marketing branded, patent-protected pharmaceutical products to U.S. based primary care and targeted specialty physicians. Founded in 1999, the company now has more than 190 corporate employees and approximately 750 professional sales representatives, a very impressive level of growth over a very short period of time. That growth, company management feels, is the result of a laser like focus on the company's customers and their best interest.

However, that fast growth has introduced some significant challenges. Among the challenges are those facing the human resources department that has had to deal with continuously evolving needs. In particular, in late 2002 it became clear that the company needed to upgrade its approach to tracking employee stock options. The company made a list of requirements and went shopping for the right software application.

To be considered, a potential new system had to be easy to use and meet the company's tracking needs, but it also needed to allow for easy exchange of data with the company's existing HR systems. Furthermore, the company wanted to find a vendor that had the same view of customer service as Reliant did - where customer support is paramount.

With their list of requirements in hand, Tim Soule, Director of Human Resources, and Ron Calderone, the company's CIO, went looking for the right solution.

TWO STEP SOLUTION

After a thorough search, including a four-week trial with another software product, Tim and Ron selected Corporate Focus from Two Step Software.

Corporate Focus was uniquely designed to help the company get their information loaded quickly and easily. While the first system the company tested did not provide for easy data imports, Corporate Focus made the initial data transfer fast and easy. This



was particularly important as Reliant had more than 3,000 existing stock option records that needed to be loaded into the system. In fact, Reliant was able to get its information loaded into Corporate Focus and start the process of updating and managing its stock option information within its target four week start-up period. Furthermore, Corporate Focus offered an intuitive and easy-to-use end user interface.

But perhaps most importantly, Two Step's support group helped Reliant every step of the way. This included initial new user training, on-going consultation, and remarkable dedication to answering questions quickly and accurately. In fact, during the first phase, Reliant was talking to Two Step support nearly every day and to Ron's particular pleasure, without any frustrating waits for callbacks or other delays. Two Step's dedication to customer service was simply the best match for Reliant's own customer centric business practice. Support, as much as the product, is what helped Reliant insure their fast-paced implementation would be successful.

RELIANT PHARMACEUTICAL TESTIMONIAL

"Two Step Software and their product Corporate Focus are a perfect match for our needs here at Reliant Pharmaceuticals. The other vendor we worked with was just not up to providing the type of technology or level of customer service we required. With Corporate Focus, we found everything we needed for our stock option tracking. Two Step gave us a solid, well-designed product, a fast and easy way to get our data loaded, and a customer support team that made sure we were up and running quickly. All software products and software companies should try to be like Two Step Software and their product Corporate Focus."

Ron Calderone
Chief Information Officer
Reliant Pharmaceuticals, LLC

For more information about Corporate Focus and how to create your own success, call Two Step Software at: 800-252-2454 or email: sales@twostep.com.

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