



FOR IMMEDIATE RELEASE

Leading Ag Biotechnology Companies in Europe and America Save 50-80% of Field Study Management Time with eStudy

CARY, NC (May 19, 2011) – [iAdvantage Software, Inc.](#) (iAdvantage), known for its flexible 100% web-based Life Science Study Management Platform, eStudy™, today announced that eStudy is being successfully used globally by Leading European and USA Ag Biotechnology Companies. These companies reduce time-to-results with eStudy's on-line study design, management, communication, data collection and reporting of Biotechnology Field Studies, including gene expression, protein analysis, protein expression, nutrient composition, agronomics etc. Client's report 50-80% savings of field study management time by eliminating paper shuffling, transcription errors and generating reports in real-time.

"Utilizing [eStudy](#) to manage Projects/Studies electronically across the globe **IMPROVES PRODUCTIVITY** and provides **IMMEDIATE ACCESS TO RESULTS**," stated Fate Thompson, CEO/President of iAdvantage Software. "Project Managers and Study Directors make decisions to restart or redirect trials and studies, **SAVING TIME** and **MONEY** and **ENSURING THAT NO TRIAL IS LOST**. This is critical." Thompson continued. "A lost trial could potentially cost a full development year for an Agricultural Chemical or Biotechnology product."

"eStudy creates even more value when eStudy APHIS and eQA are included to manage the field trial compliance data management requirement of USDA/APHIS/BRS, EPA and other regulatory authorities," Thompson emphasized. eStudy **REDUCES QA** and **DATA MANAGEMENT COSTS** and **ENSURES DATA INTEGRITY AND COMPLIANCE**.

The eStudy Platform is comprised of two unique environments, the [eStudy Manager](#) and the [eNotebook](#). In **eStudy Manager**, Study Directors, Project Managers, and QA perform multiple tasks. They design and Track Studies/Trials in Real-Time; Track Sample Movement; Communicate Results by generating Status, Interim, Draft and/or Final Reports instantaneously in Word, pdf or Excel with [ePublisher](#); Query the data [with DataCipher](#) for review or statistical analysis; Assure and Report Compliance Status; Process and Report QA Audits and APHIS Compliance (in USA).

In **eNotebook** Field Trial Investigators collect data in secure, user-friendly, intuitive electronic notebooks designed specifically for biotechnology studies. Data is entered on-line or off-line via a laptop, tablet PC or iPad. eNotebook supports EPA/PMRA/OECD/GLP and 21 CFR Part 11 compliance requirements for data integrity and data capture and comes complete with Audit Trail reports tracking all data entered and/or changed.

"eStudy's Platform flexibility will meet your needs today, and grow with your company tomorrow," concluded Thompson.

About iAdvantage Software

iAdvantage empowers scientists and management in the pharmaceutical and biotechnology arenas with efficient, web-based [electronic study management](#) and [reporting tools](#), while supporting GLP and 21 CFR Part 11 compliance. iAdvantage is headquartered in Cary, North Carolina, near the life science and biotech hub of Research Triangle Park. More than 140 life science companies in North America and Europe use iAdvantage products. For more information, contact Diana Michelotti, Director of Marketing and Sales - 919 469-3888 x121, email dmichelotti@iadvantagesoftware.com or visit our website at www.iadvantagesoftware.com.