


**APPLIED INSILICO**
*Drug Discovery Insight...Without Compromise*

Quarterly Newsletter

Winter 2004

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## ***Season's Greetings, from Applied InSilico (formerly DNNI Ltd.)***

 by **Dr. Jay Perrett**

Welcome to our first Newsletter. This edition will give you a little insight into Applied InSilico and how we can help our life sciences customers. I hope you find the information here useful and are encouraged to dig a little deeper. First though, let me take this opportunity to pass on season's greetings from us at Applied InSilico to you and yours. Like you, I guess, it's been a busy year and we too are looking forward to spending some well deserved time with our family and friends.

Applied InSilico is a new company that has brought to market a set of Artificial Intelligence and Darwinian inspired analysis tools that have, in the hands of our customers, quickly demonstrated their ability to rapidly and automatically uncover complex relationships in genetic and pharmaceutical data providing scientists with additional insight.

This year has been one filled with accomplishments for Applied InSilico. We've announced our Evolutionary Learning Environment (ELE™), created a world-class website ([www.AppliedInSilico.com](http://www.AppliedInSilico.com)), partnered with leading pharmaceutical companies including Celera and Inpharmatica, and, perhaps most importantly, begun to make progress in our efforts to deliver solutions that reduce time and costs associated with drug discovery.

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### **Discovering ELE™**

#### ***In Silico Technology is the Answer***

 by **Lee Gent**

Healthcare costs are spiraling out of control. As a percentage of GDP, healthcare in the United States grew by a staggering 31% during the last five years. Prescribed drugs, the fourth biggest killer in the US, accounts for more deaths than automobile accidents or AIDS, and has little or no effect on 50% of patients.

These statistics are probably nothing new to you. Our industry carries their burden every day. But, new discoveries are occurring that will allow us to change those statistics for good. We've seen them happen in our labs, and in the labs of our partners.

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### **Developing In Silico**

#### ***Why Applied InSilico?***

 by **Daniel Edward King**

Applied InSilico has a product offering to suit most applications and deployment scenarios. From a product perspective we can offer an in house analysis service, develop bespoke applications, provide a full standalone analysis platform or the Application Programming Interfaces (APIs) necessary to integrate our platform and solutions into your 3rd party

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**"Applied InSilico's ability to harvest data and use it to provide uncompromised, objective insight into complex datasets will markedly enhance our ability to build more accurate, predictive models across the breadth of discovery chemistry."**

Mike Tarbit  
Senior Vice President  
Inpharmatica.



email us

systems.

From a service perspective, we can provide a competitively priced solution where we use Applied InSilico's lab to analyze our customer's data. We work with our customer to understand their particular problem and then use our own lab to build a model which will process the data.

[Full Story >>>](#)

## Quoting Customers

### "Can You Really Do That?"

by **Dr. Clive Briant**

I've been involved with providing drug discovery software and services to pharmaceutical and biotech companies for a number of years now and have been able to help customers realize innovation and productivity gains through the use of software and informatics technologies. The solution being provided by Applied InSilico continues that tradition for me

Putting the technical innovation aside for the moment, I have been pleased with the reaction of clients once we get through the "can you really do that?" phase. This was demonstrated recently at the American Society for Human Genetics meeting in Toronto. Applied InSilico have been working for with Celera Diagnostics and we were given the opportunity to present preliminary results of a study on Deep Vein Thrombosis.

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