New Strategy to Engage Mobile Computing Users and Developers

Dr. Steven Muskal

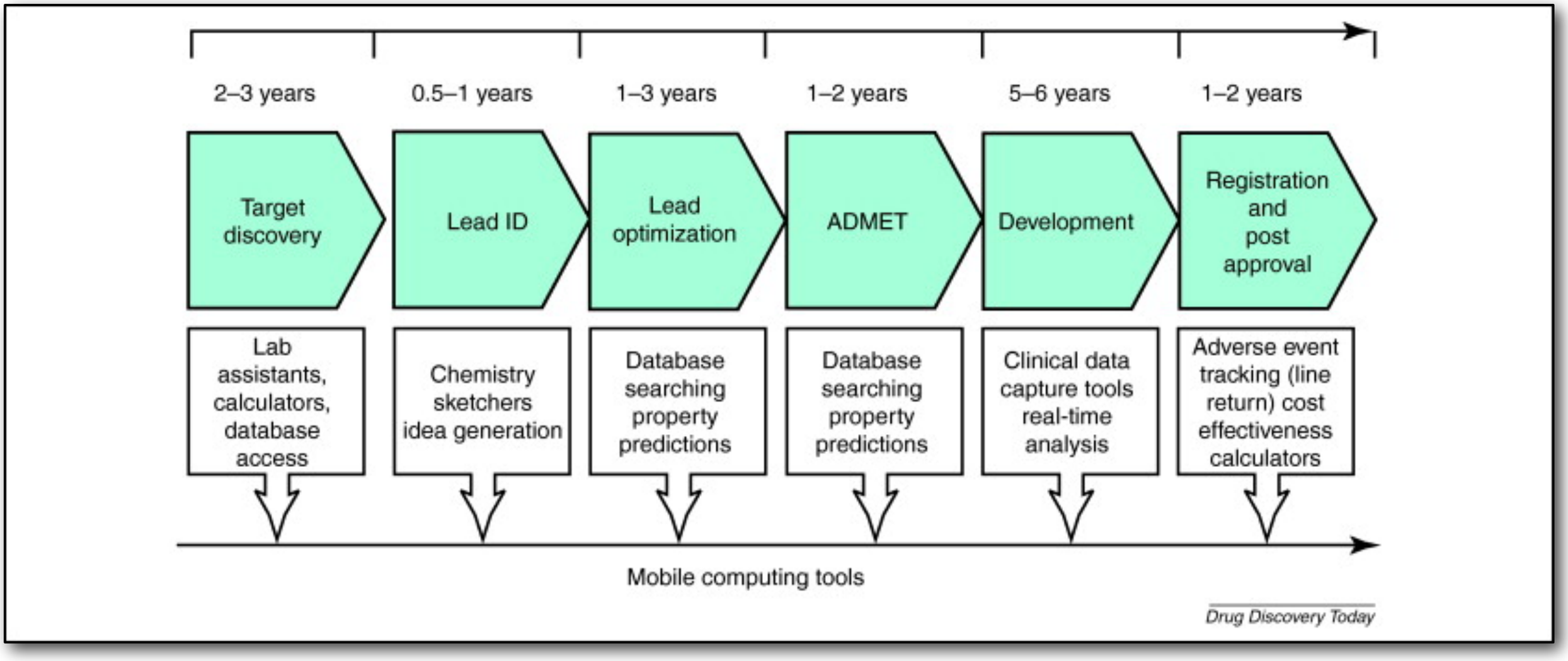
Chief Executive Officer

Eidogen-Sertanty, Inc

smuskal@eidogen-sertanty.com

Eidogen Sertanty

Mobile Computing Opportunities in “Our Space”



Mobile apps for chemistry in the world of drug discovery: Volume 16, Issues 21–22, November 2011, Pages 928–939

Eidogen's Apps: More than 40K Downloads

iKinase **iKinase**

iKinasePro **iKinasePro**

iOncology

iProtein

Mobile Reagents *

Reaction101

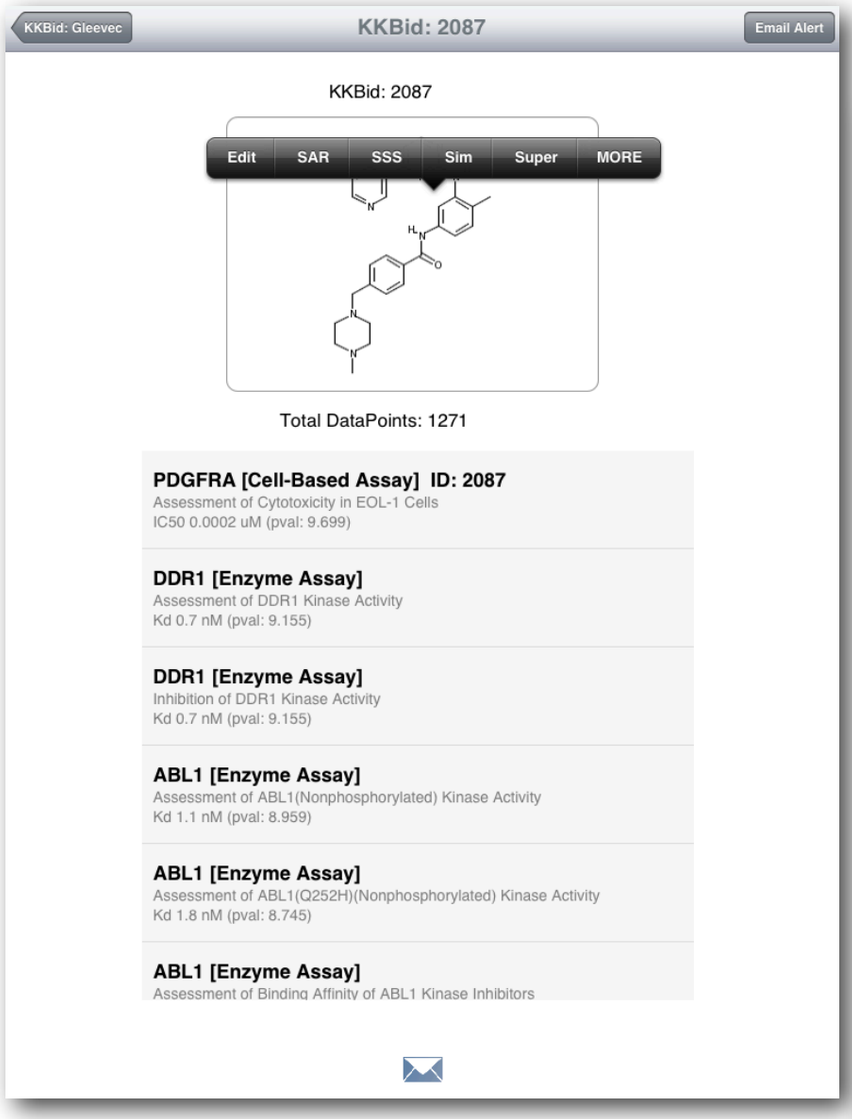
Yield101

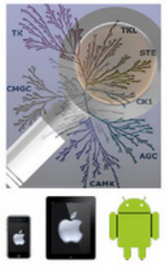
SPRESImobile

* *In partnership with Intel*

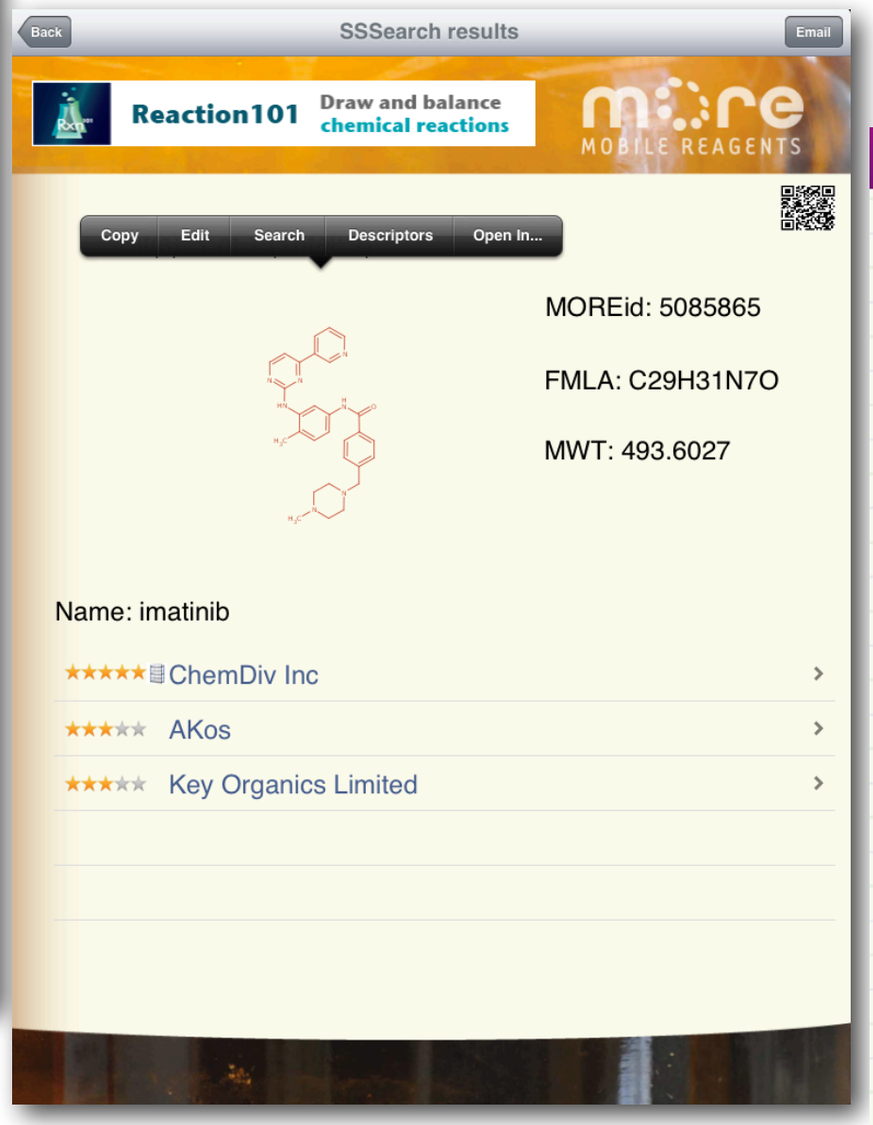
Note: Reaction101,Yield101, and SPRESImobile - Built Collaboratively with Molecular Materials Informatics, Inc.

MobileApps Support Real Scientific Workflows

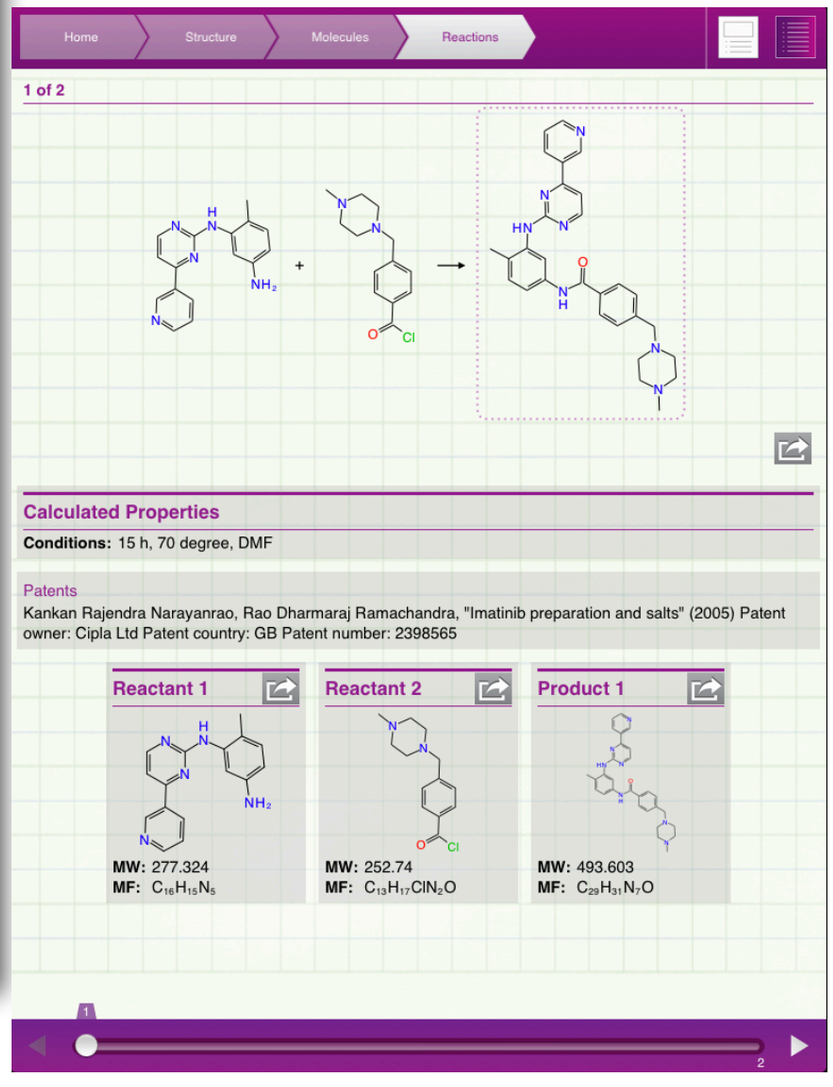




Bioactivity searching (e.g. kinase SAR)



Commercial availability



Synthesis planning

Science Apps of Today

- Largely Vertical, Point Solutions
- Development Requires Sophisticated Knowledge of Mobile Computing Development Environments
- Development Often Requires Knowledge of Cloud Computing/LAMP environments
- Only Some Enable App Integration (e.g. client-side standard filetype sharing)

Science Apps of Today

- Largely Vertical, Point Solutions
- Development Requires Sophisticated Knowledge of Mobile Computing Development Environments
- Development Often Requires Knowledge of Cloud Computing/LAMP environments
- Only Some Enable App Integration (e.g. client-side standard filetype sharing)

Things are about to change....

Introducing PP Mobile / Accelrys Science-Cloud

- What is it?
  - An iOS application for iPhones and iPads (Android devices in the future)
  - A new Pipeline Pilot component collection
- What does it do?
  - Allow any Pipeline Pilot PDF and HTML report to be easily deployed to mobile devices
  - Allow authoring of new Pipeline Pilot protocols to deploy dashboards and mobile-centered tasks and actions on mobile devices
- Comments, Questions, and Requests to Participate in the testing program:
  - Ton van Daelen, Product Manager, Accelrys Science Cloud (tvd@accelrys.com)

Deploying Protocols on Mobile Devices

Build protocols and enable for mobile using Mobile Collection

Protocol Author

Deploy

Deploy protocols using Mobile App

Managers
Scientists
Lab Workers
External Partners

Dashboards

'Real-Time Project Status'

Tasks

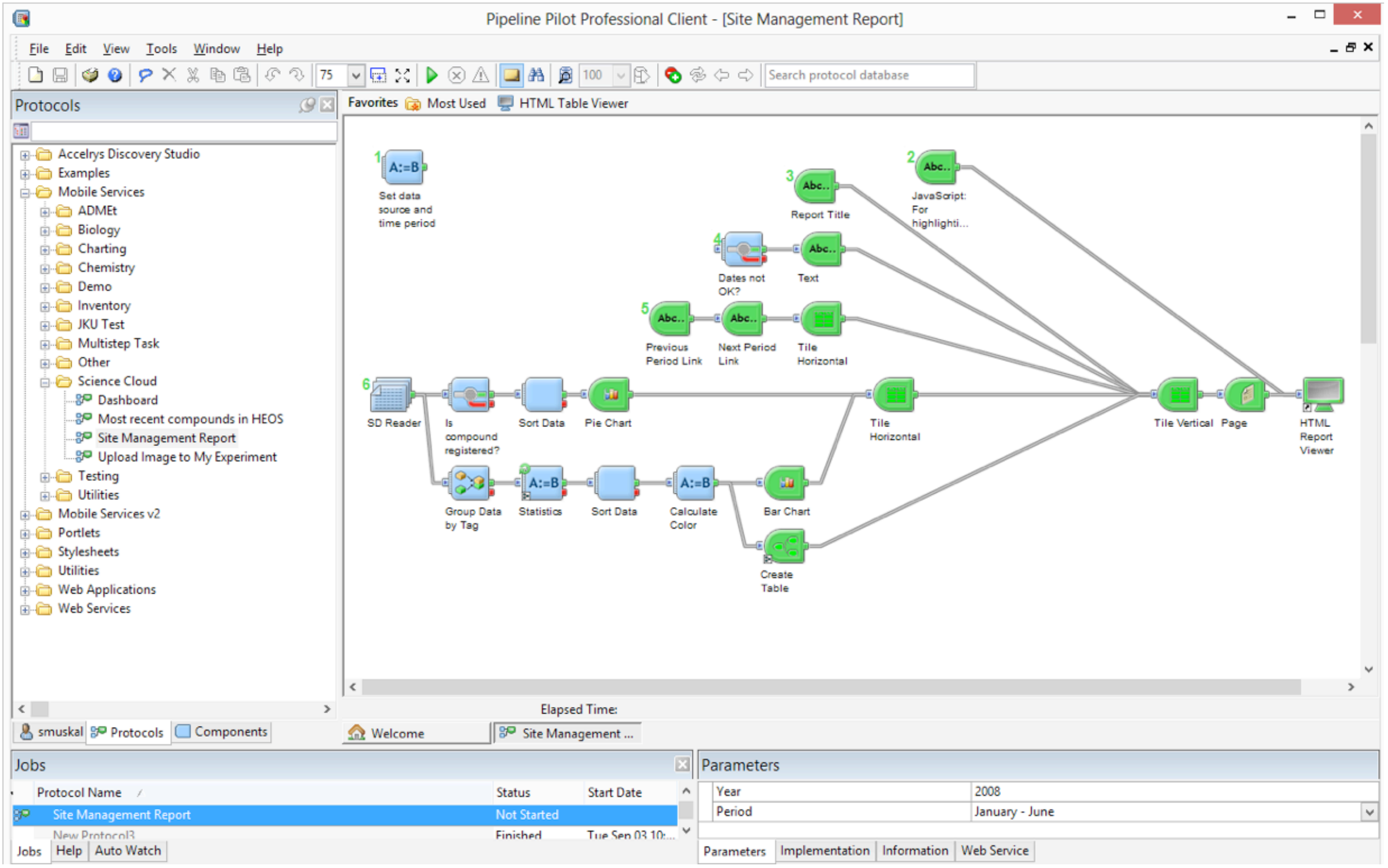
'Query Corporate Compound Collection'

Mobile Actions

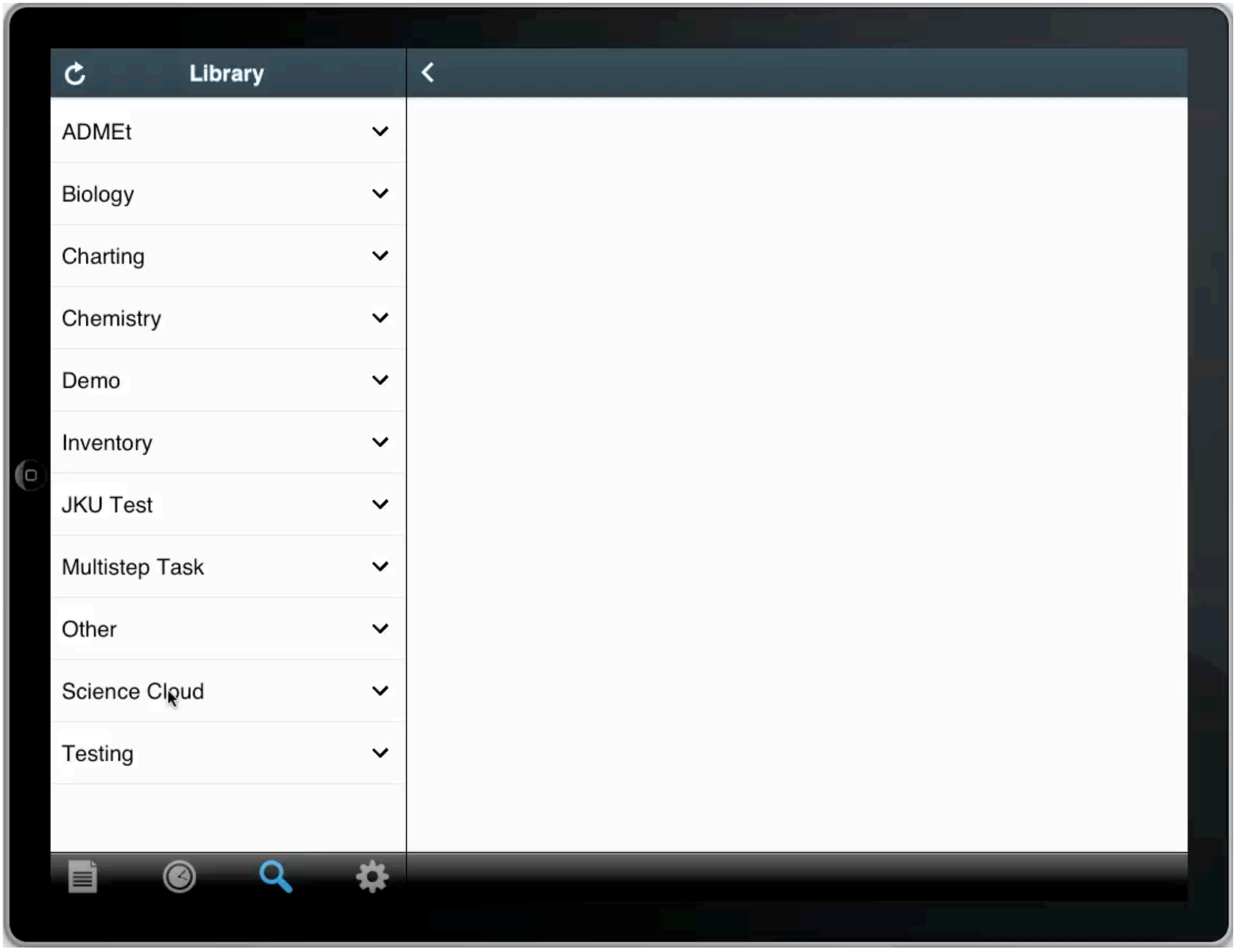
'Capture and Analyze Image'

Share protocol or report with other mobile users

“Mobilize” Sophisticated Pipeline Pilot Protocols

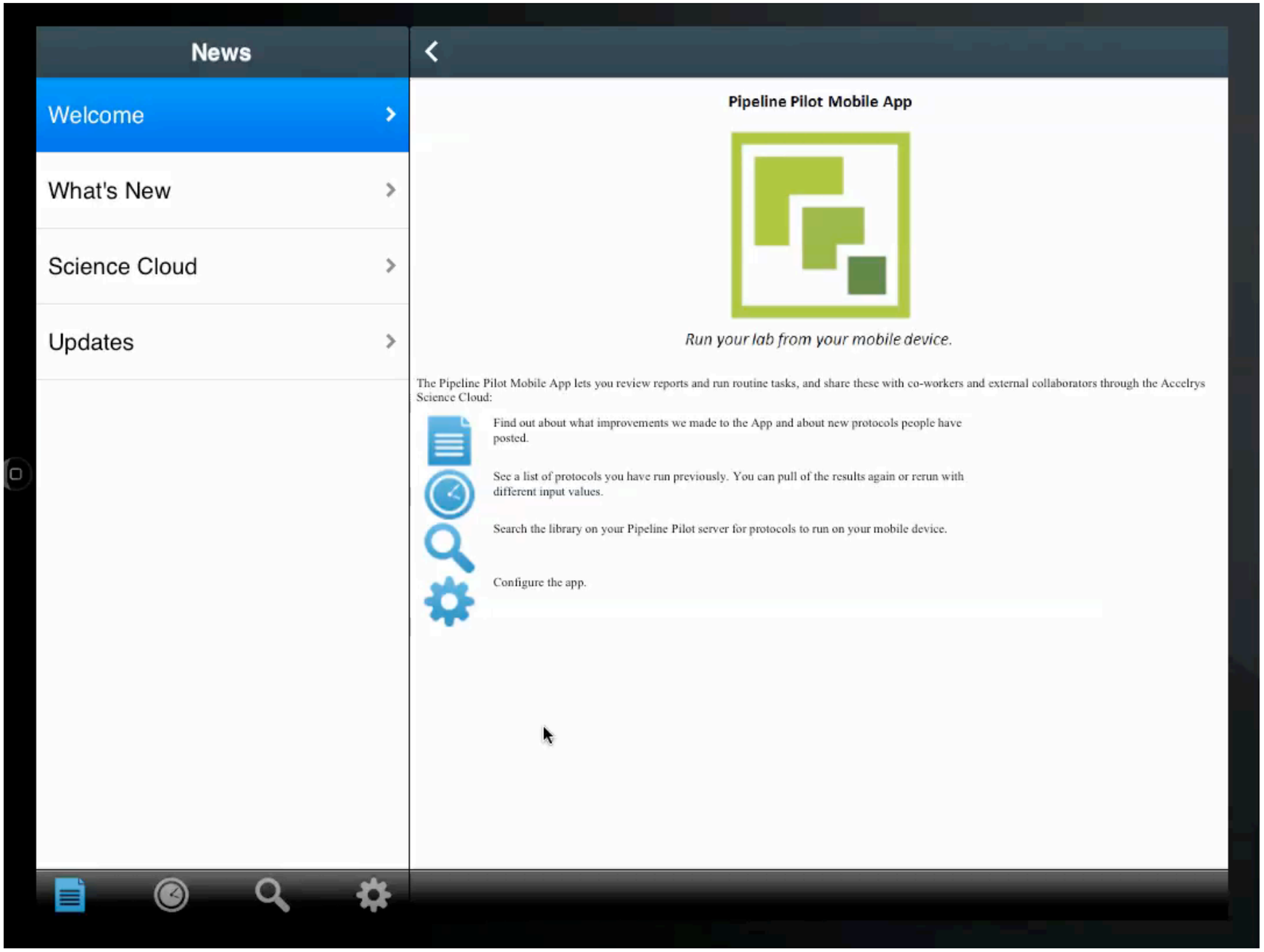


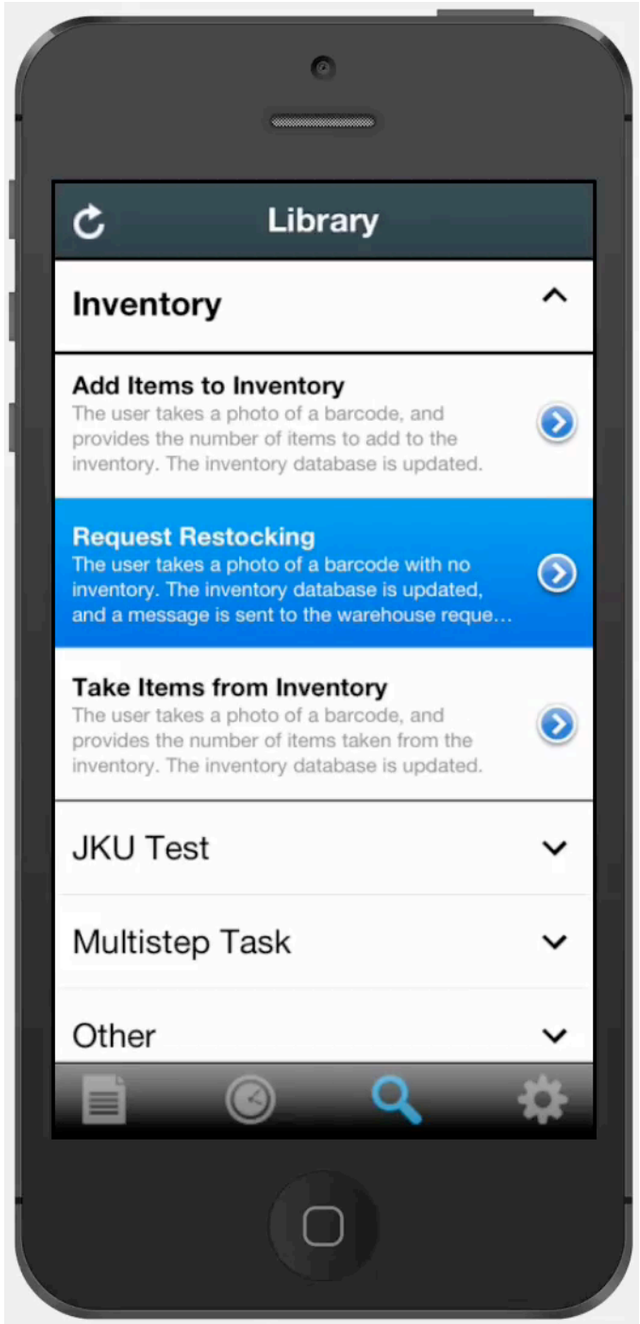
“Mobilize” Sophisticated Pipeline Pilot Protocols



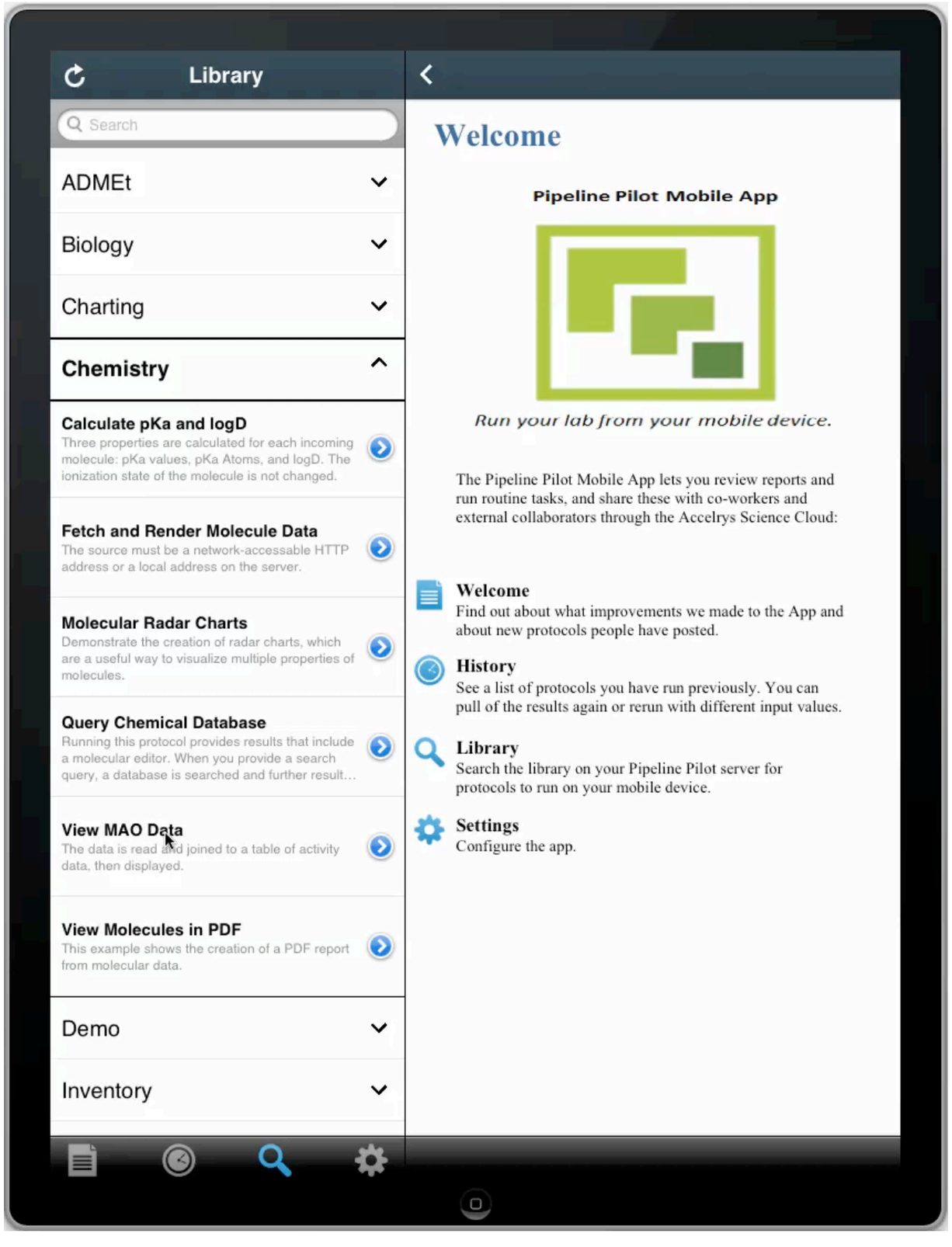
Leverage Mobile Device Capabilities

- Camera, Audio, GPS, other Peripherals, etc.



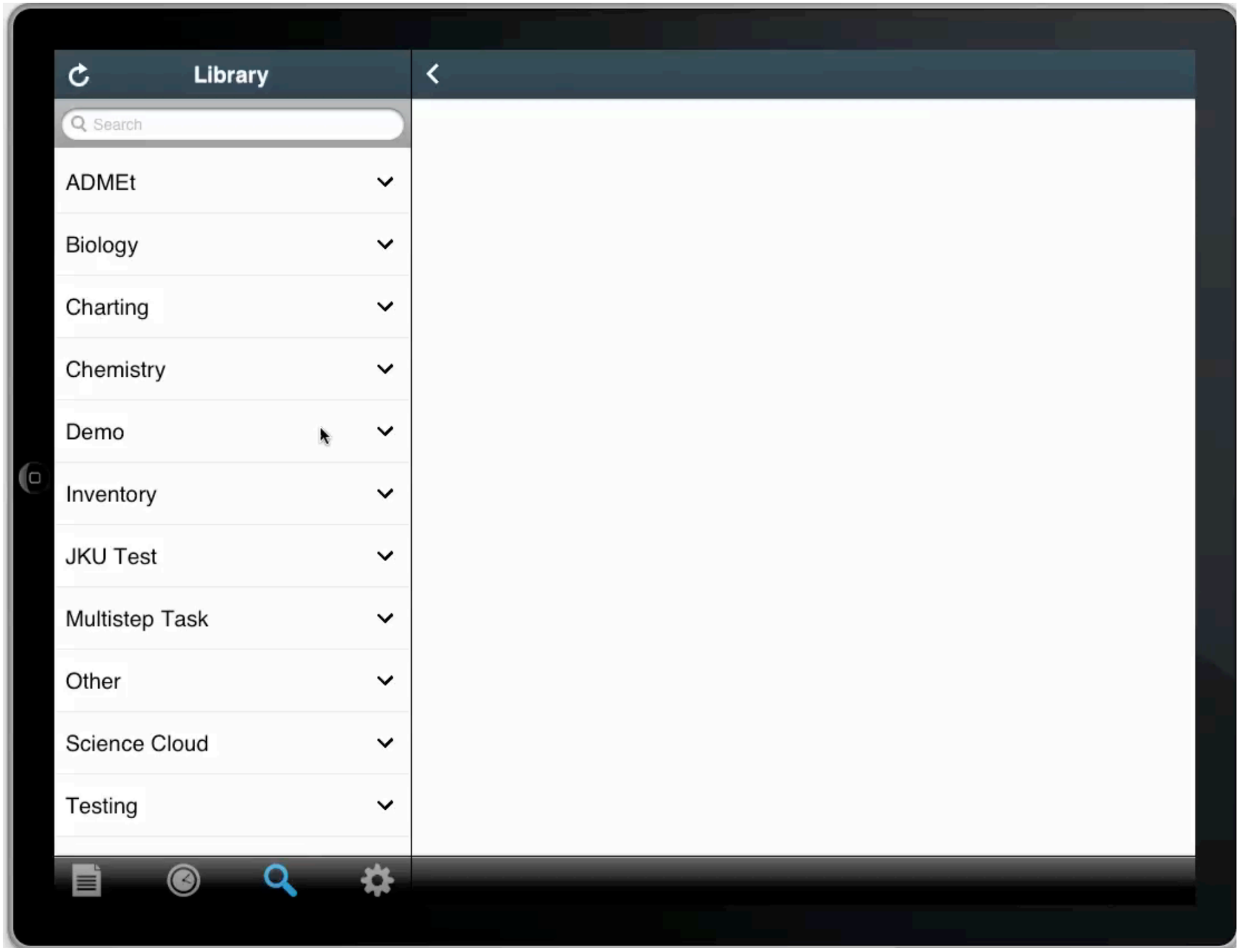


Embed and Deploy

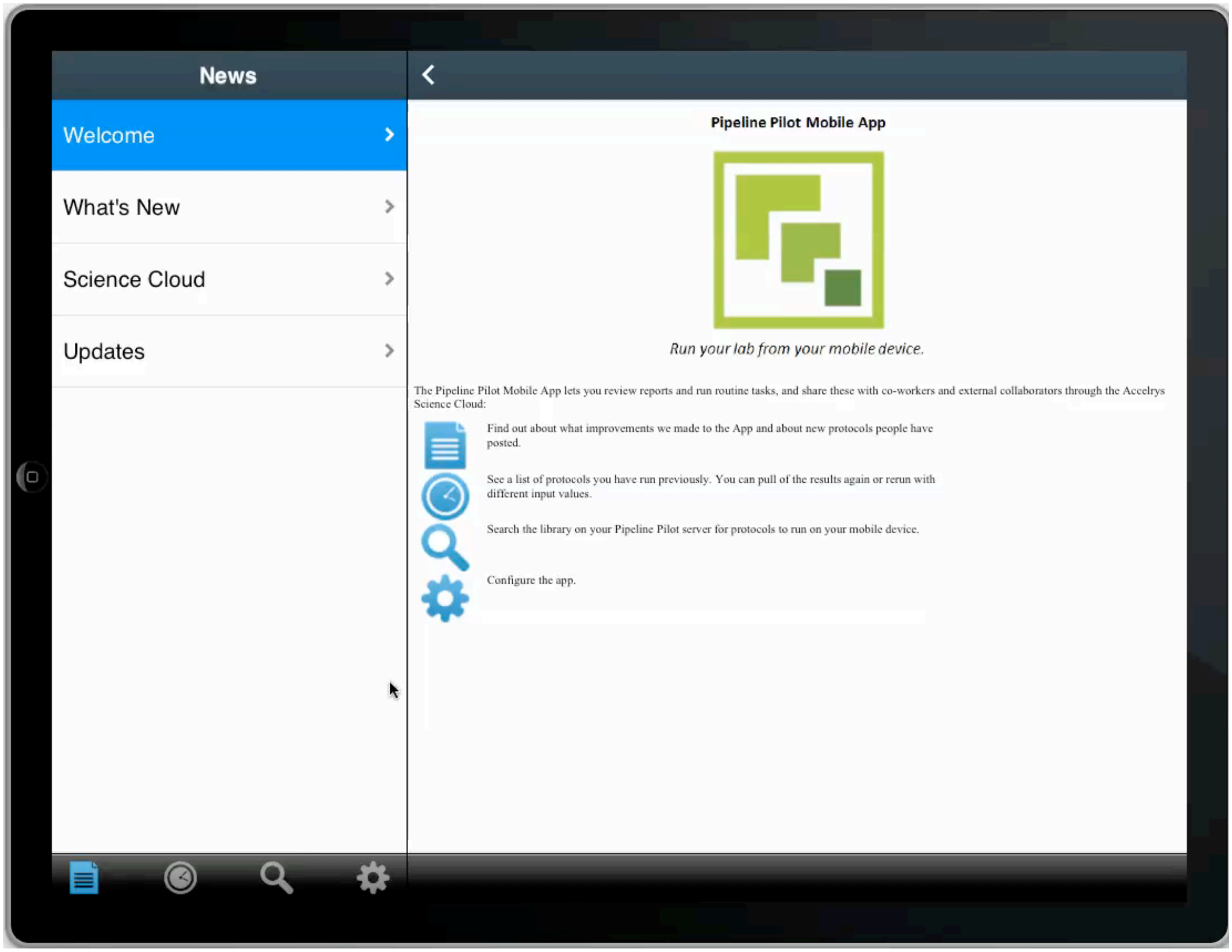


Embed powerful applications within Pipeline Pilot protocols and deploy to mobile users

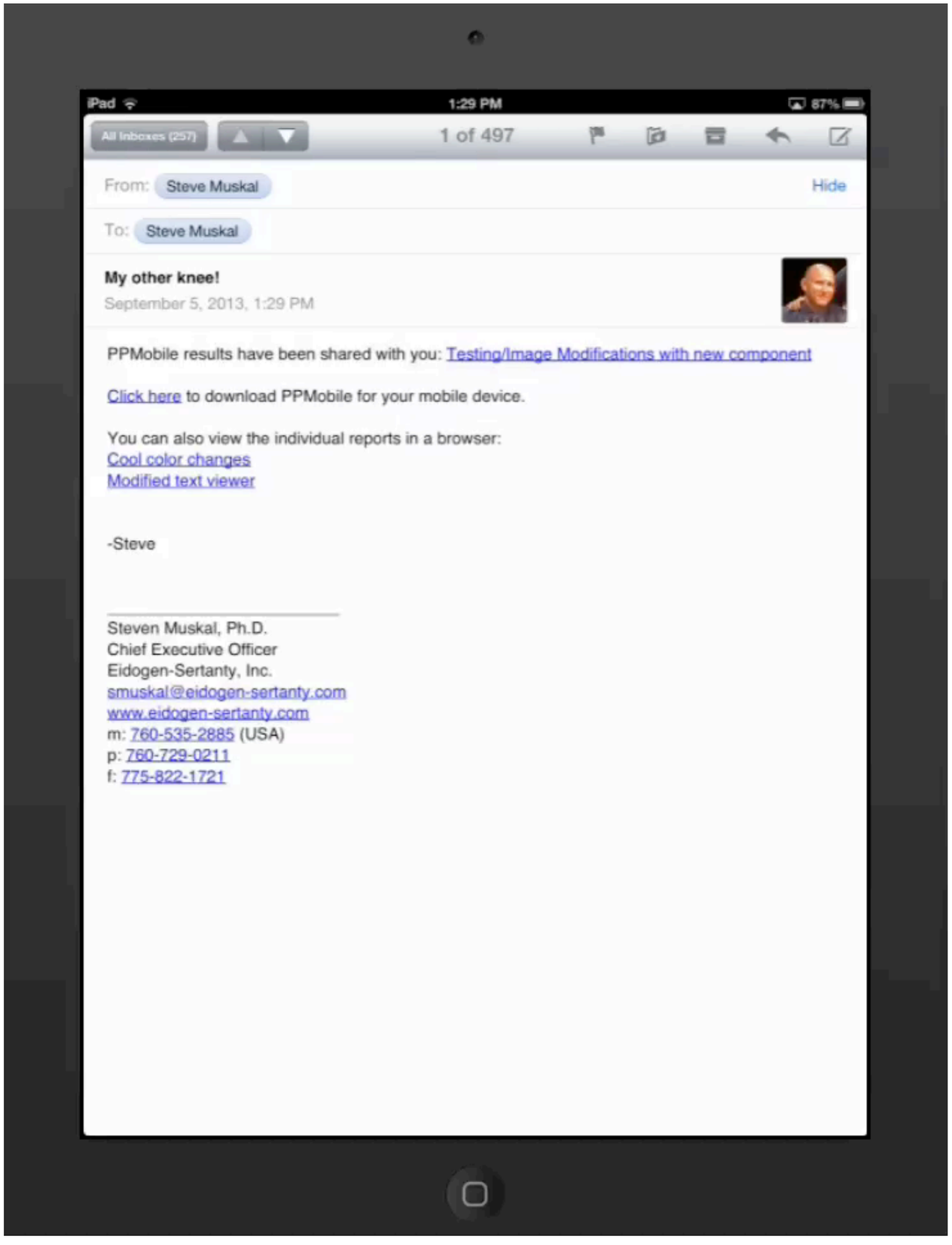
Utilize Dynamic Graphs and Charts



Submit Long-Running Protocols “On-the-Go”

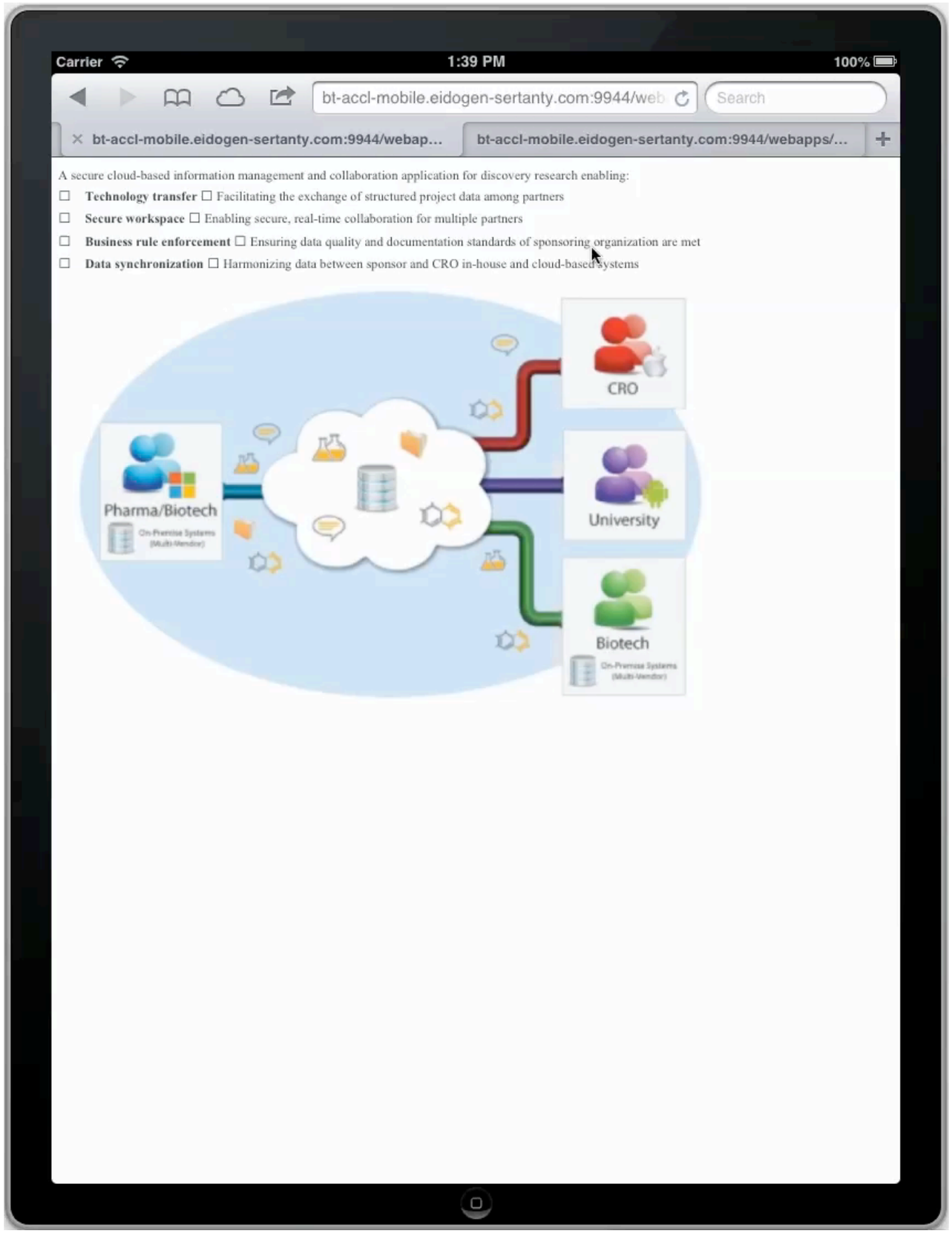


Share Protocol Reports



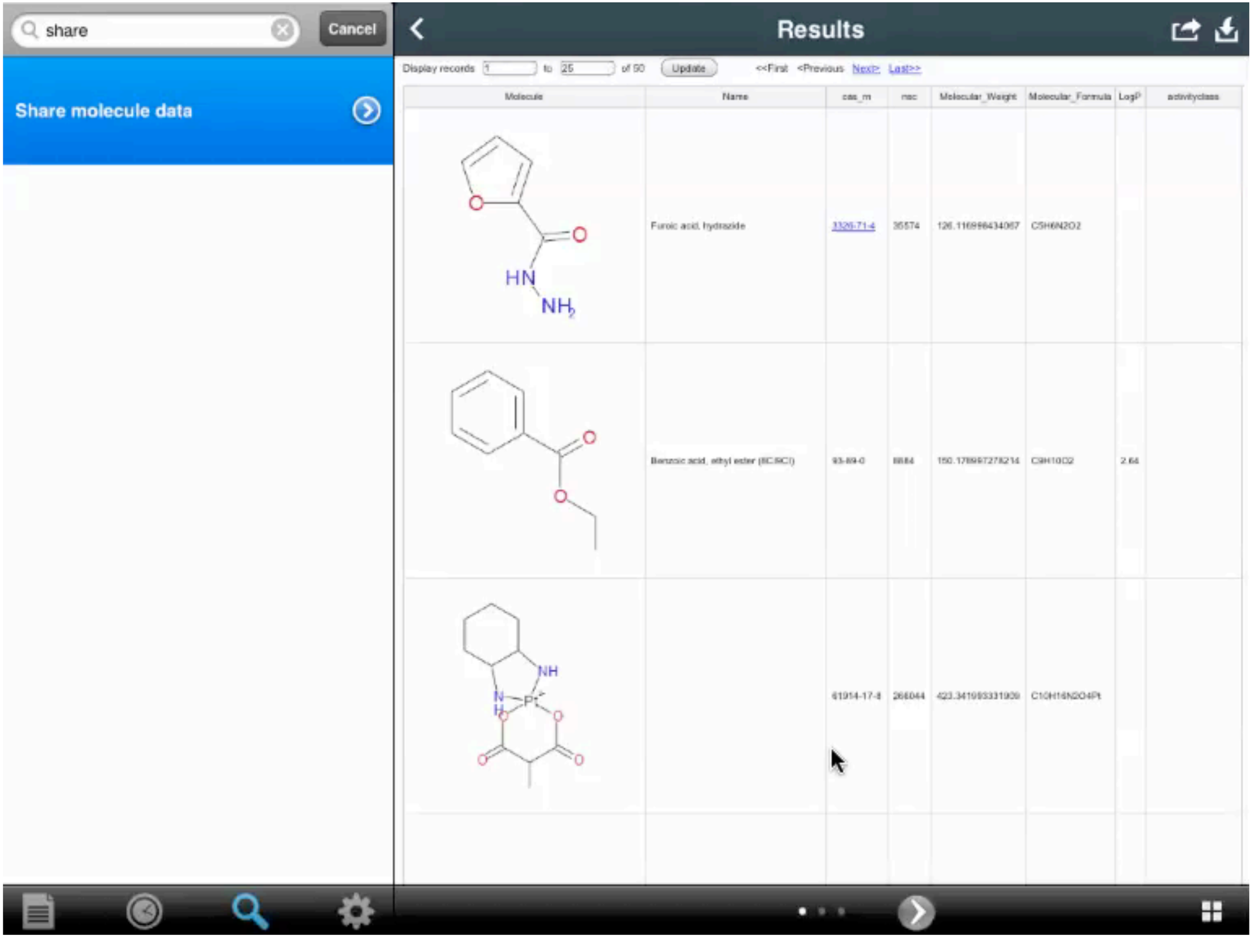
Results can be shared between mobile devices, from desktop to mobile, and from mobile to desktop

Initiate Protocols from WebSite URLs

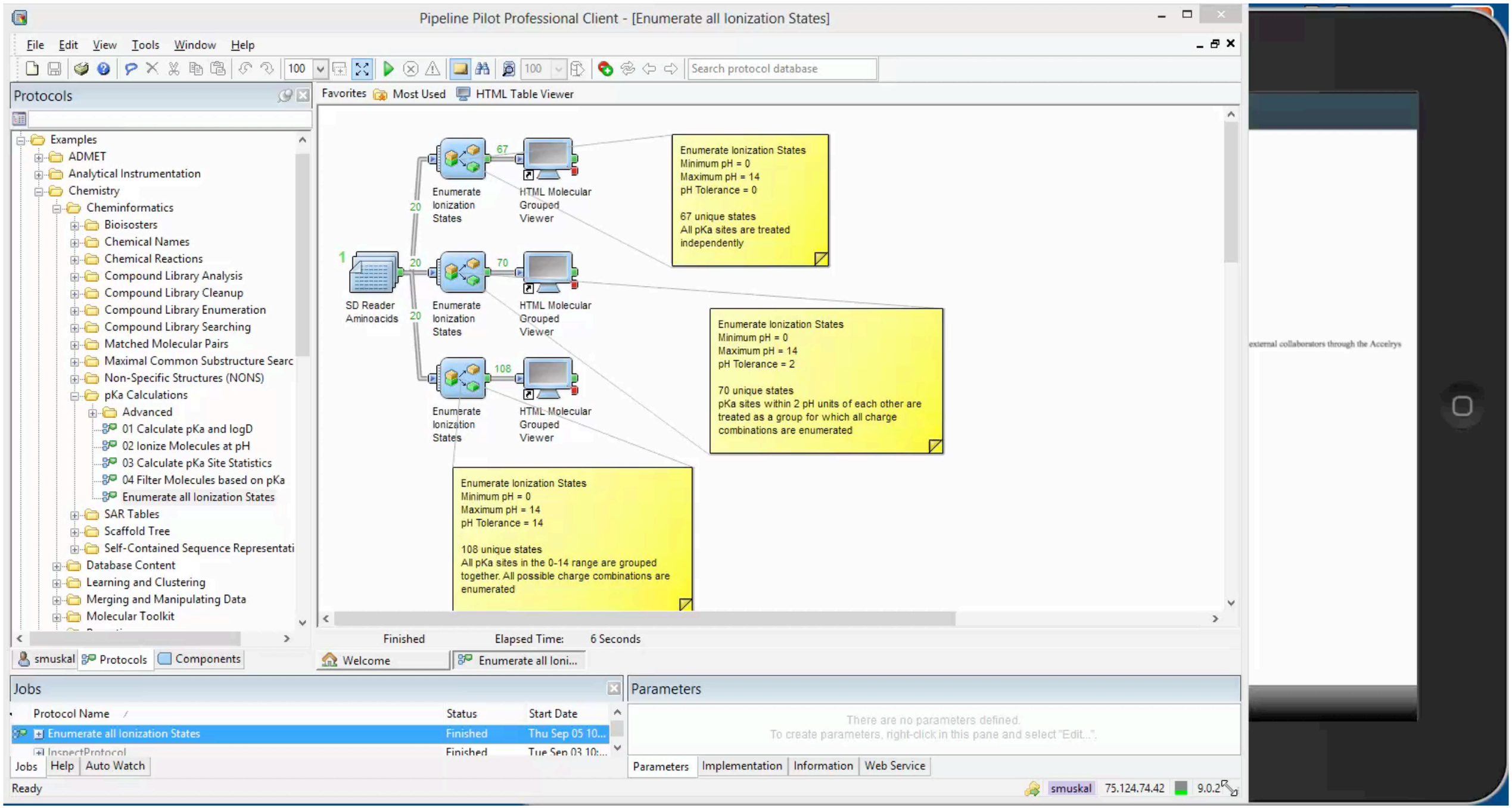


Embed links in websites which will launch and execute protocols through PP Mobile

Export and Share Data with Other Apps



Engaging Mobile Users and Developers



Summary

- Many Mobile Opportunities Exist in our “Space”
- Until Now, Science Apps Have Been Largely Vertical, Point Solutions
- A New “Game Changing” Mobile Collection / Mobile App Will Greatly Broaden the Scope of Apps in our Space
- Comments, Questions, and Requests to Participate in the Testing Program:
  - Contact Ton van Daelen, Product Manager, Accelrys Science Cloud (tvd@accelrys.com)

Acknowledgements

- Accelrys
  - Matt Hahn
  - Dave Rogers
  - Jung Ku
  - Ton van Daelen
- Maurizio Bronzetti
- Alex Clark

- InfoChem
  - Peter Löw
  - Josef Eiblmaier
  - Valentina Eigner-Pito

SPRESImobile - Update: Reaction Name Searching

SPRESImobile: 410,000 Chemical Reactions Freely Available