

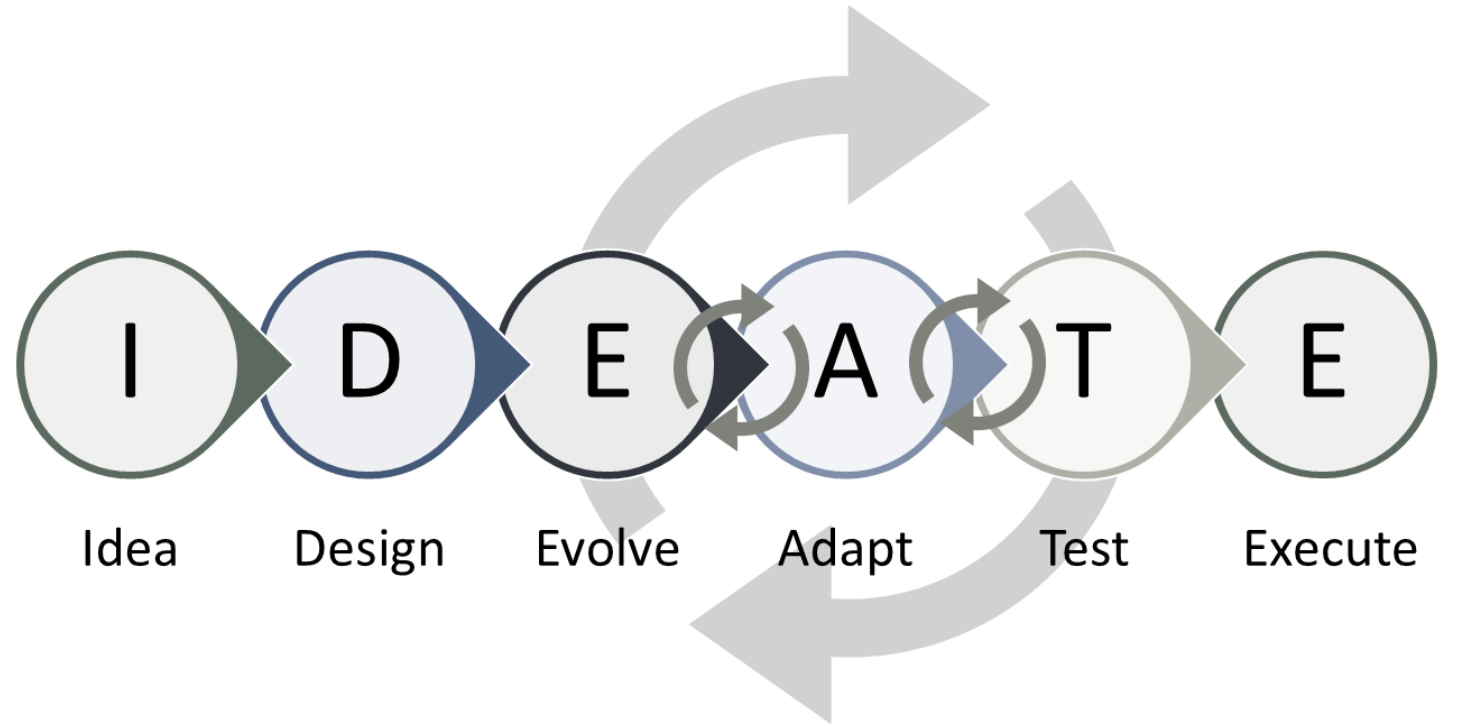
*maestro 2.X*

*Orchestrating Advanced Solutions  
to Exploit Integrated Clinical Data*



# Branding / Identity

## Ideation and Conceptualization



Ideation

# Build on MAESTRO brand / identity

Our  
Metaphor



*maestro 2.X*  
Orchestrating Advanced Solutions  
to Exploit Integrated Clinical Data

## Vision:

"MAESTRO will orchestrate advanced solutions to exploit integrated, standardized clinical data by incrementally delivering enhanced data visualization and analytics tools that support operational effectiveness and improved decision making."

# Ideation: Ideas Related to MAESTRO

Orchestrate  
Orchestrating  
Orchestration

Score  
Staff  
Notes

Bravo  
Applause

Performance  
Show  
Series  
Season

Conduct  
Conductor

Spotlight

Encore  
Play It Again

Backstage

The "Pit"

# Ideation: Ideas Related to MAESTRO

Orchestrate  
Orchestrating  
Orchestration

Orchestrating Clinical Data

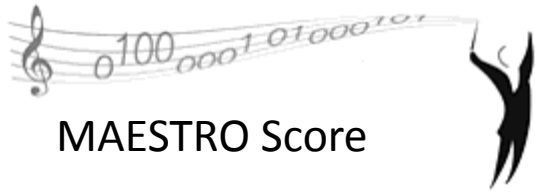
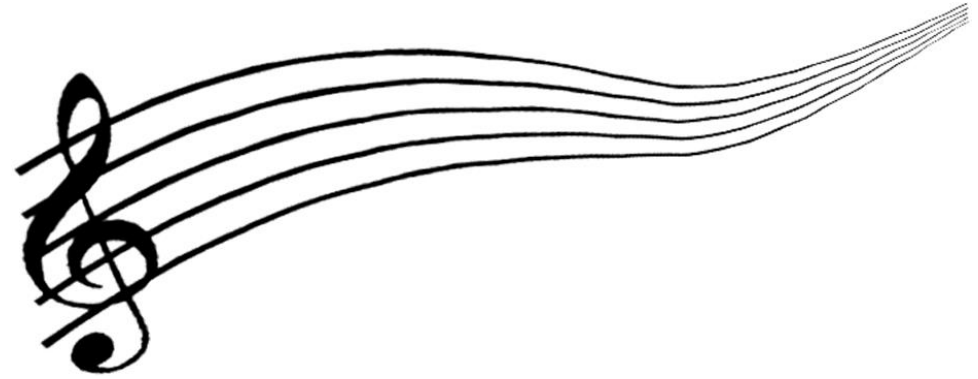
Orchestrating Solutions to . . .

Orchestrating Advanced Solutions to Exploit Integrated  
Clinical Data

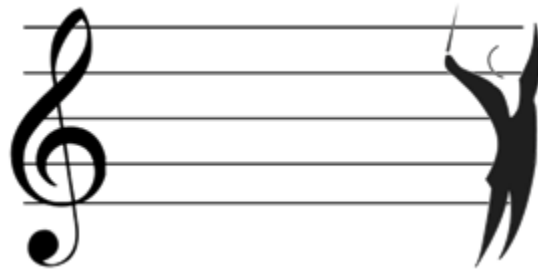
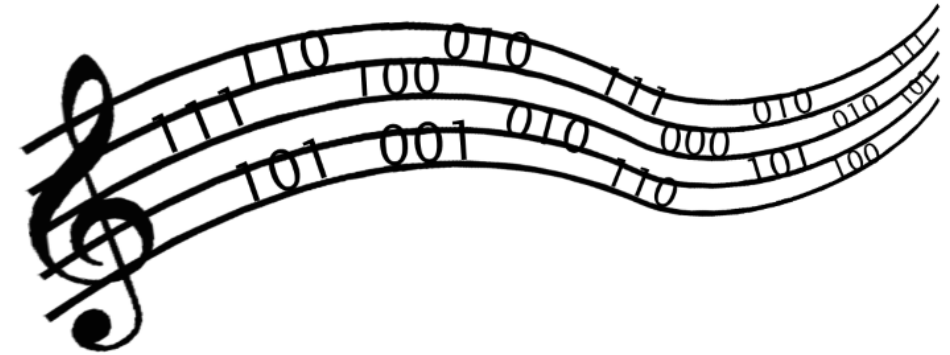


# Ideation: Ideas Related to MAESTRO

Score  
Staff  
Notes



MAESTRO Score



# Ideation: Ideas Related to MAESTRO

Bravo  
Applause

Bravo for MAESTRO

- Kudos
- Accomplishments
- Meeting Milestones
- Etc.



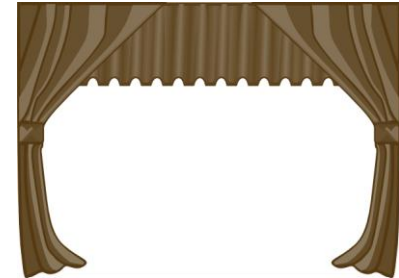
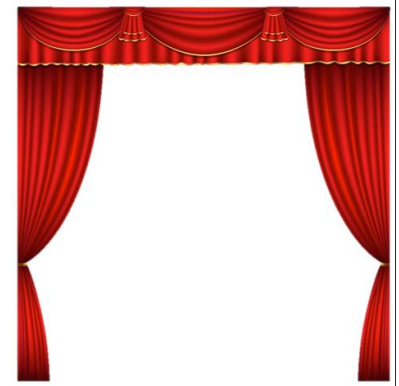
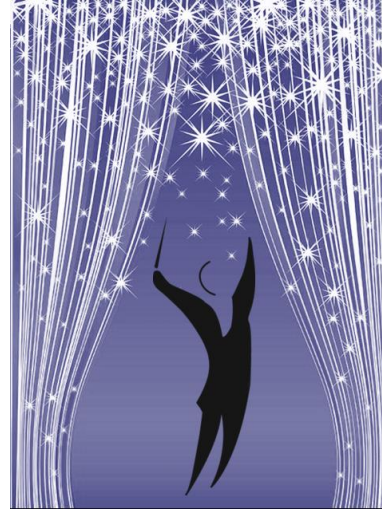
# Ideation: Ideas Related to MAESTRO

Performance

Show

Series

Season





# Ideation: Ideas Related to MAESTRO

Conduct  
Conductor  
Maestro

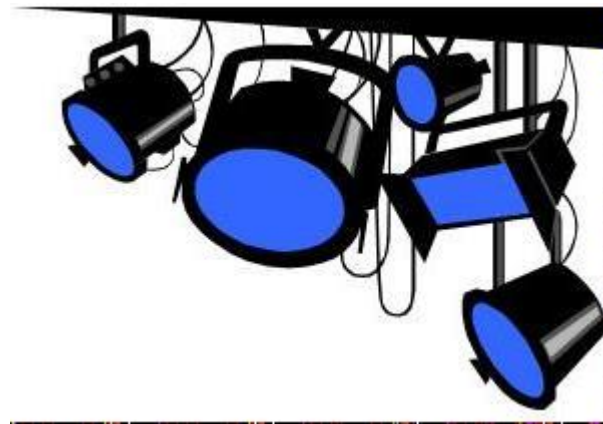


Stay with this image  
to remain consistent  
with Release 1.0

# Ideation: Ideas Related to MAESTRO

## Spotlight

Spotlight on MAESTRO

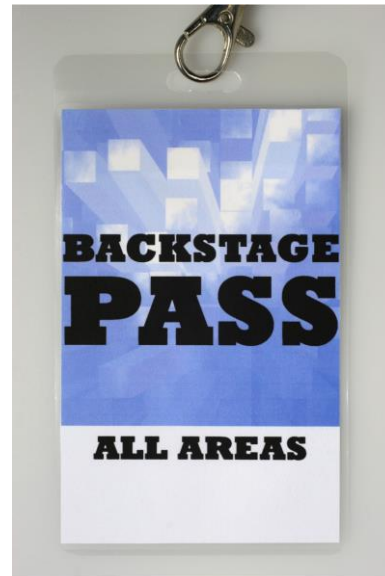


# Ideation: Ideas Related to MAESTRO

Backstage  
Backstage Pass

Backstage with MAESTRO

Behind the scenes



# Ideation: Ideas Related to MAESTRO

Encore

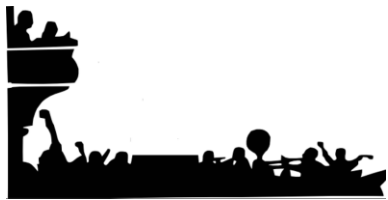
Play It Again

Release 2.0 an Encore Performance

Repeat Performance

# Ideation: Ideas Related to MAESTRO

## The "Pit"



Sections of orchestra corresponding to solution domains and workstreams in MAESTRO

# Conceptualization



# Concept – Spotlight Campaign



# Concept – Play It Again Campaign with Performance / Backstage



**Bridgewater Performance  
and VIP Backstage Access**

## maestro

Wednesday  
November  
**23**  
2013  
10am — 2pm

**PLAY IT AGAIN MAESTRO**  
MAESTRO Open House Event  
Learn more about what MAESTRO will mean for you  
23 Nov 13 / 10am — 2pm

**SANOFI**

Come see our performance and then step  
behind the scenes with backstage access!



# Concept – Play It Again Campaign



*Play It Again*

*maestro 2.0*

*Orchestrating Advanced Solutions  
to Exploit Integrated Clinical Data*

MAESTRO enhancements to Safir are coming:

- Enriched analytics
- More reports
- Additional vaccines
- Integration with additional data types and systems



Watch for announcements about upcoming special events to learn more about MAESTRO 2.0

# Concept – Performances Campaign



*maestro 2.0*  
Orchestrating Advanced Solutions  
to Exploit Integrated Clinical Data

**Performances coming soon**



Watch for announcements about upcoming events to learn more about  
MAESTRO 2.0



# Concept – Newsletter Application

ISSUE | VOLUME | YEAR



## Orchestrating Advanced Solutions to Exploit Integrated Clinical Data

**In this issue**

- ▶ INTRODUCING MAESTRO 1  
*maestro 2.X*
- ▶ MAESTRO PERFORMANCES 2  
*Performances*
- ▶ APPLAUSE FOR MAESTRO 2  

- ▶ NEWS FROM "THE PIT" 2  

- ▶ BACKSTAGE PASS 2  


**Introducing MAESTRO 2.X**

MAESTRO Release 1.1 was deployed in June 2012. Since then the MAESTRO program team has been busy planning MAESTRO's next big act. MAESTRO 2.X is not just an encore. It is a whole new set of features and benefits plus the enhancement and enrichment of existing MAESTRO tools.

MAESTRO Release 2.X is going to be released in three parts: 2.0, 2.1, and 2.2. Each release will expand and enhance MAESTRO's capabilities.

Release 2.0 is projected for the third quarter of 2014. This will be followed by Release 2.1 in the first quarter of 2015. The program will release the finale, Release 2.2 in the second quarter of 2015.

So what can you expect to see in MAESTRO 2.X? First, SAFIR is being enriched with new reports and analytics. Additional compounds and studies will be available. SAFIR was deployed as a component of Release 1.1. Based on user feedback and requests for enhancements, SAFIR will be even more valuable than before.

Expect to hear more from the MAESTRO Program team over the next eighteen months. You will see more information about MAESTRO. There will be special events and education and awareness materials for you to learn more about how you will benefit from MAESTRO 2.X.



## MAESTRO Performances

There are several upcoming events that you will definitely want to put on your calendar.

The next MAESTRO Performance Demonstrations will be held on the following dates and locations:

- Bridgewater Thursday, October 5, 2013 @ 11am
- Chilly Tuesday, October 10, 2013 @ 10am




The MAESTRO User Group (MUG) Meeting will be held Tuesday, September 20, 2013 at 9am eastern time, ...

These Performance Demonstrations will provide you with the opportunity to see the latest MAESTRO features. You will have an opportunity to ask questions and provide feedback.

## Applause for MAESTRO

These are MAESTRO success stories. Ideally, we get quotes and interviews from users of the MAESTRO tools. Hopefully these can be stories about different aspects of how MAESTRO provides benefits.

They do not want to hear that we met a milestone. They want to know the impact of our accomplishments on them. Will it be better, faster, more accurate as a result of what we did.

We could also use executive testimonials here too. Senior executive statements supporting the MAESTRO tools or results would be great promotional material.


Another potential topic is cross-benefits of our collaboration with Unify.

Another topic area would be overall company benefits produced by MAESTRO solutions. For example how much time is being saved by a new tool. What does that translate to in total company savings.

We can also mix in program and release successes. These should be meaningful to the end user community though.

## MAESTRO Score

Our ability to respond to product claims in a timely manner will restore consumer confidence and help to maintain brand image. MAESTRO's Clinical Data Hub can save millions of dollars in lost sales by helping to quickly assemble data to refute product claims.



## Backstage Pass

In each newsletter we focus on one aspect of MAESTRO and how it directly impacts the business. Ideally, we should get senior executives to participate in interviews to get their insight. This articles also serve to lay the groundwork for Case for Change messages. The articles focus on business level benefits but the will be opportunities to tie those to specific MAESTRO features and functions.

Having senior executives participate also keeps them engaged. The interview process will also seed other communications avenues such as video interviews.

Using the diagram sample shown in this section we want to identify the MAESTRO touch points in the process and specifically point out where the benefits are. How do the MAESTRO tools provide the features and functions that help users perform their jobs and create those benefits. Executive endorsement provides credibility and weight to our statements.


Sometimes the topic could be focused around a specific business usage. In that case we might want to obtain intereview from others such as users and their managers. We could go into the specific requirements of what those users need to do, how they have problems, and how and why MAESTRO is providing a answer to their problems.

A third approach would be to use this as a forum to publish articles about post-rollout MAESTRO successes.

Regardless of the type of article we want to make sure we are stressing MAESTRO benefits and what the features and functions are that drive those.

FROM TARGET TO DRUG


RESEARCH			DEVELOPMENT		REGISTRATION	LIFE CYCLE MANAGEMENT
Early	Preprogram	Program	PRECLINICAL	CLINICAL	MARKETING	PHARMACOVIGILANCE
TARGET IDENTIFICATION	LEAD IDENTIFICATION	LEAD OPTIMIZATION	DEVELOPMENT	DEVELOPMENT Phase I Phase II Phase III	APPROVAL	NEW INDICATIONS
Milestone 0	Milestone 1	Milestone 2				



## News from "the Pit"

In each newsletter we focus on one of the MAESTRO Core-Domain teams or Program-Workstream teams... Our first issue will feature an overview of all of the teams. It will explain the organizational structure of the Program. The team articles are who, what, when, why, how articles... They should be interesting and explain how the team fits into and adds value to the overall MAESTRO Program.

These articles will give us a chance to showcase our team members and some of the challenges, accomplishments, etc. If we can add pictures that would be a plus!



**Connect With Us**

MAESTRO Communications Site | E-mail | MUG

**LINKS:**

- MAESTRO Communications website
- MAESTRO User Group (MUG) Yammer website
- Join our mailing list
- E-mail us

**In Our Next Issue**

- In a News from "the Pit", learn more about the MAESTRO Program PROM (Process and Change Management) Workstream!
- Read about more MAESTRO success stories in Applause for MAESTRO!
- Learn more about Advanced Analytics in our feature story!

# Concept – Communications Website

The screenshot shows a website layout for MAESTRO Communications. At the top left is the logo, a stylized figure with arms raised, next to the text "MAESTRO Communications" and the tagline "Management of Electronic Signals for TRansforming Organization". To the right is a search bar with the placeholder text "Search this site...". Below this is a dark navigation bar with links: Home, Meet MAESTRO, MAESTRO News, Performances, Learn MAESTRO, Join MUG, Backstage, Bravo, Links, and Contact MAESTRO. The main content area features a "MAESTRO Home" button, a welcome message, a "maestro 2.0" logo with the tagline "Orchestrating Advanced Solutions to Exploit Integrated Clinical Data", and a mailing list sign-up button. Below this is a section titled "Our Vision:" with a "Vision" button and a hand pointing at it, followed by a paragraph describing the vision. At the bottom, a small line of text reads: "The MAESTRO Communications site is produced by the MAESTRO Change and Transition Management (CATM) workstream."

MAESTRO Communications  
Management of Electronic Signals for TRansforming Organization

Home Meet MAESTRO MAESTRO News Performances Learn MAESTRO Join MUG Backstage Bravo Links Contact MAESTRO

MAESTRO Home MAESTRO!

Welcome to the MAESTRO 2.X Communications site. Here you will find everything you want or need to know about MAESTRO.

Use the menu bar above to look around. Read the latest News. View upcoming and past "Performances" which are MAESTRO events. Go Backstage. See what is happening behind the scenes.

Want to find out what others are saying about MAESTRO? Check Bravo for the latest kudos for the MAESTRO solution. If you want training or need reference material go to Learn MAESTRO. You can join MUG, the MAESTRO User Group.

We have useful Links where you can explore more information about MAESTRO and related Sanofi programs and systems. And finally, you can Contact MAESTRO in several ways.

maestro 2.0  
Orchestrating Advanced Solutions  
to Exploit Integrated Clinical Data

Click here to join our mailing list. We will let you know when there is new and updated content.

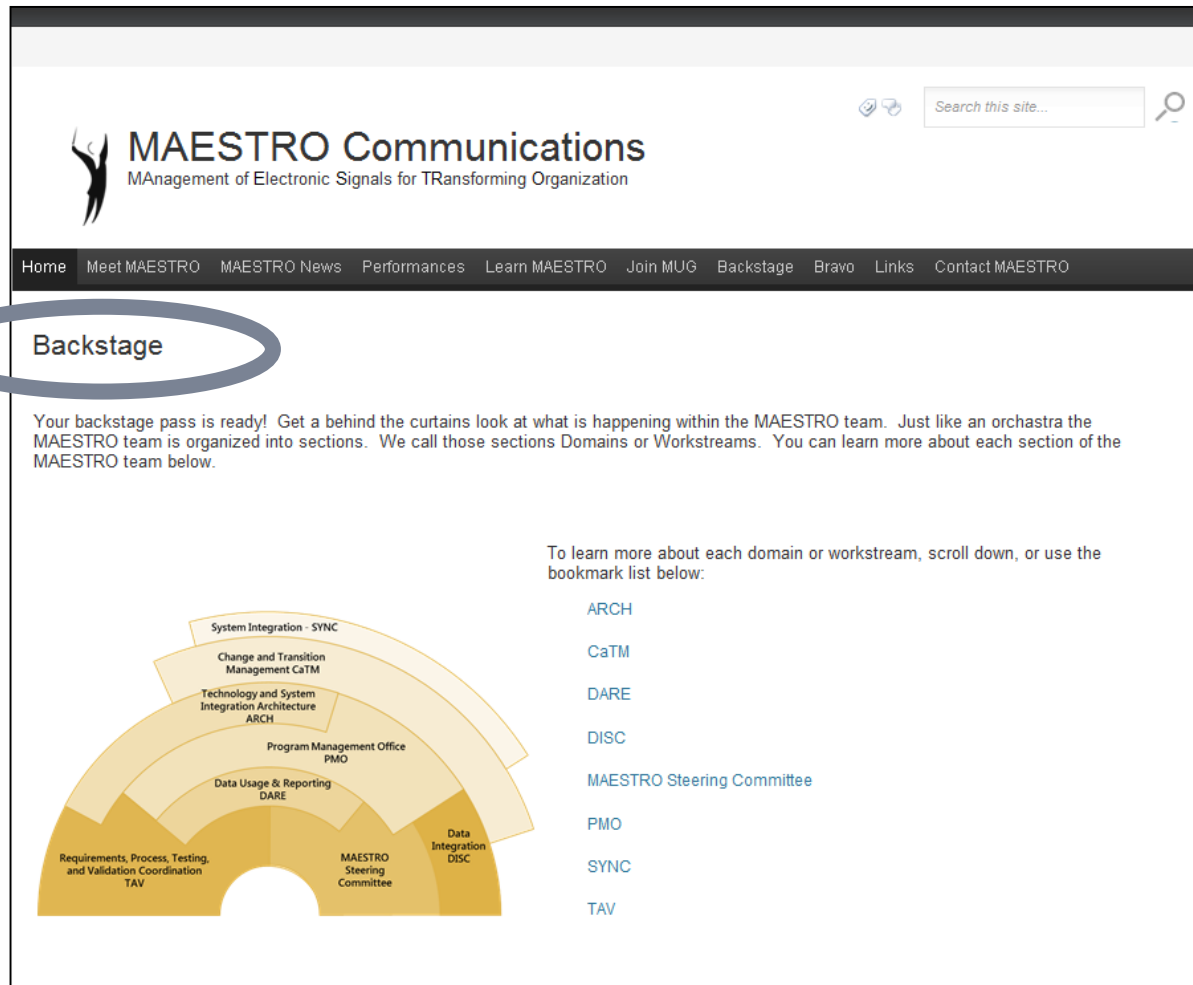
**Our Vision:**

Vision

MAESTRO will orchestrate advanced solutions to exploit integrated, standardized clinical data by incrementally delivering enhanced data visualization and analytics tools that support operational effectiveness and improved decision making.

The MAESTRO Communications site is produced by the MAESTRO Change and Transition Management (CATM) workstream.

# Concept – Communications Website



The screenshot shows the MAESTRO Communications website. The header includes the logo and tagline: "MAESTRO Communications MAnagement of Electronic Signals for TRansforming Organization". A search bar is located in the top right. The navigation menu includes: Home, Meet MAESTRO, MAESTRO News, Performances, Learn MAESTRO, Join MUG, Backstage, Bravo, Links, and Contact MAESTRO. The "Backstage" link is circled in blue. Below the navigation, a paragraph reads: "Your backstage pass is ready! Get a behind the curtains look at what is happening within the MAESTRO team. Just like an orchestra the MAESTRO team is organized into sections. We call those sections Domains or Workstreams. You can learn more about each section of the MAESTRO team below." To the right of this text is a list of domains/workstreams: ARCH, CaTM, DARE, DISC, MAESTRO Steering Committee, PMO, SYNC, and TAV. On the left, a semi-circular diagram illustrates the organizational structure with segments for: System Integration - SYNC, Change and Transition Management CaTM, Technology and System Integration Architecture ARCH, Program Management Office PMO, Data Usage & Reporting DARE, Data Integration DISC, MAESTRO Steering Committee, and Requirements, Process, Testing, and Validation Coordination TAV.

MAESTRO Communications  
MAnagement of Electronic Signals for TRansforming Organization

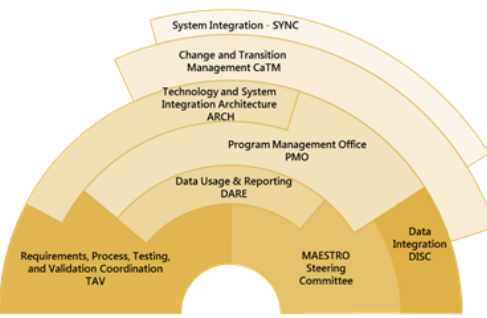
Home Meet MAESTRO MAESTRO News Performances Learn MAESTRO Join MUG Backstage Bravo Links Contact MAESTRO

**Backstage**

Your backstage pass is ready! Get a behind the curtains look at what is happening within the MAESTRO team. Just like an orchestra the MAESTRO team is organized into sections. We call those sections Domains or Workstreams. You can learn more about each section of the MAESTRO team below.

To learn more about each domain or workstream, scroll down, or use the bookmark list below:

- ARCH
- CaTM
- DARE
- DISC
- MAESTRO Steering Committee
- PMO
- SYNC
- TAV



# Concept – Communications Website

