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Sapient and Endeca team with Ontario Institute for Cancer Research to deliver patient-focused clinical-trials portal

Portal combines Sapient's design expertise with Endeca's interactive exploration technology to give patients easy and direct access to vital clinical trial information

TORONTO and CAMBRIDGE, Mass. — October 30, 2007 — Sapient (NASDAQ: SAPE) and [Endeca Technologies, Inc.](http://www.endecat.com) today announced that the companies partnered with the Ontario Institute for Cancer Research (OICR) to redesign its Web-based portal — www.ontariocancertrials.ca. The new site is dedicated to giving patients easy and timely access to information on new clinical trials for which they may be eligible. Unlike medical professionals who have familiarity using various online resources on clinical trials, patients will not necessarily have the experience or access to the tools to find the trials that are most relevant to them. With the new site, Sapient and Endeca have helped OICR deliver an intuitive online resource that lets patients quickly and easily find the information they need.

“The benefits of this kind of resource are clear. Our initial challenge was how to create an experience that works for people who are exploring treatment options but who may not have much experience using the Web,” said Dr. Robert Phillips, deputy director of OICR. “By working with the teams at Sapient and Endeca we were able to deliver an experience that is both comprehensive and user-friendly, satisfying the needs of both Web-savvy users and those new to the Web.”

To accommodate the diversity of the site's visitors, which include medical professionals and patients, Sapient simplified the interface and worked with Endeca to make the search process less intimidating. Traditional search experiences put the onus on the individual to input the perfect query and sift through pages of results. The Endeca Information Access Platform offers more intuitive ways to explore, find, and analyze information, exposing possible paths to organize results into coherent categories and discover valuable data and content. People can explore new trials by cancer type, drug, or location/proximity; or they can simply search and browse the entire database. Each field in the process automatically generates the subsequent refinement options, reducing the choices to only those that are relevant in order to help the person get to the right trial faster. For example, if someone starts a search for “lymphoma,” the options for location are trimmed down to only those currently conducting clinical trials for lymphoma, and the drugs are limited to only those being used within those trials.

Once the person selects the criteria, the results returned also include additional, new context — previous treatment information, patient age, medical condition, etc. — to further refine an initial search or explore related options. These results are also flanked by contextually related content and resources (e.g., The Canadian Cancer Society's Canadian Cancer Encyclopedia™ entries for Hodgkin's and non-Hodgkin's lymphoma).

As part of the project, Sapiient and Endeca also redesigned the site's administrative application on the Endeca Information Access Platform. As a result, OICR employees can more easily import, manage, modify, and approve trial information.

“This was an important project for Sapiient because OICR's mission to empower people through technology aligns so strongly with our core values and vision,” said Sapiient Canada director Brad Simms. “By combining our strengths in experience-based design with Endeca's industry-leading information access capabilities, we have not only helped OICR accomplish their goals, but we have also innovated how people discover and use critical medical information.”

About Sapiient

Sapiient, a global services firm, operates two groups — Sapiient Interactive and Sapiient Consulting — that help clients compete, evolve, and grow in an increasingly complex marketplace. Sapiient Interactive provides brand and marketing strategy, award-winning creative work, Web design and development, and emerging-media expertise. Sapiient Consulting provides business and IT strategy, process and systems design, package implementation, and custom development, as well as outsourcing services such as testing, maintenance, and support.

Sapiient's passion for client success — evidenced by its ability to foster collaboration, drive innovation and solve challenging problems — is the subject of case studies on leadership and organizational behavior used by MBA students at both Harvard and Yale. Leading clients, including BP, Essent Energie, Harrah's Entertainment, Hilton International, Janus, Sony Electronics, and Verizon, rely on the company's unique approach to drive growth and market momentum. Headquartered in Cambridge, Massachusetts, Sapiient operates across North America, Europe, and India. For more information, please visit www.sapiient.com.

About Endeca

Endeca is a leading enterprise information access software company, uniting the ease of search with the analytical power of business intelligence. Combining patented intellectual property, breakthrough science and a deep focus on user experience, the Endeca Information Access Platform helps people find, analyze and understand information in ways never before possible. Leading global organizations like ABN AMRO, Bank of America, Boeing, Comet, Cox Newspapers, The (US) Defense Intelligence Agency, Emap, The Guardian, Hyatt, IBM, John Deere, Nike, Tesco, and Walmart.com rely on Endeca to power business-critical applications that increase revenue, reduce costs and streamline operations.

Headquartered in Cambridge, MA, USA, Endeca is a private company with worldwide operations. For more information: <http://endeca.com> or info@endeca.com.

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