Appendix A: Alleged Trade Secrets

Count	Item	Description
	1	EDC Trade Secrets
	1.a	*Platform Design and Integration Concepts*
1	1.a.i	Software to integrate Rave EDC and [Medidata's] Coder product.
	1.a.ii	Integration technology to enable interoperability for the following Rave add-on software modules:
2		"Business Objects,"
3		"Balance,"
4		"Batch Uploader,"
5		"Designer Gateway,"
6		"iMedidata,"
7		"J-Review,"
8		"Rave Data Exporter,"
9		"Script Utility,"
10		"Status Updater" and
11		"Safety Gateway."
12	1.a.iii	"Simple Queue Service" ("SQS") messaging technology
	1.a.iv	Platform design and integration technology enabling integration between the modules enumerated on the following diagram ["Medidata Rave 5.6 Architecture"]:
13		"ASP .NET State Service"
14		"WEB Presentation ASP.NET" (including "Crystal Viewer" and "Check Engine")
15		"Rave Web Services"
16		"iMedidata (single sign-on portal)" (including "CAS Server")
17		"Crystal Reports"

Count	Item	Description
18		"Data Access Layer"
19		"Rave Core Service" (including "Object Cache," "Status Rollup," "Clinical Views Controller," "Migration Controller," "PDF Generator," and "Lab Queue")
20		"SQL Server: Reporting Database"
21		"SQL Server: Rave Database (Rave tables & Clinical Views)"
22		"My SQL: iMedidata Database"
	1.c	*Product Development Planning Strategies*
23	1.c.i	Updates to the Rave EDC user interface and role-specific dashboards.
24	1.c.ii	Updates to the "Rave Architect" feature enabling Case Report Form design to be driven directly from the study protocol.
25	1.c.iii	Enhanced data management functionality to improve data cleaning and reliance on custom functions and edit checks.
26	1.c.iv	Conversion of frequently used custom functions to standard check actions in order to reduce study build times.
27	1.c.v	Display of each Rave user's role information in the user interface.
28	1.c.vi	The addition of role-based dashboards for improved navigation and ease of task completion in the EDC user interface.
29	1.c.vii	"Quality by Design" tools for implementing operational strategies and workflows for all phases of a clinical trial based on risk assessments.
30	1.c.viii	Configuration of trial randomization without resort to custom functions and transmittal of procedure completion information without the need for manual tagging.
31	1.c.ix	Improved speed and configurability for generating PDFs of end-of-study deliverables.
32	1.c.x	A click-through and sortable "Task Summary" in the EDC product.
33	1.c.xi	A configuration module allowing users to view data across multiple studies at the same time.
34	1.c.xii	Use of a common user interface across the CTMS and EDC products.

Count	Item	Description
35	1.c.xiii	Drag-and-drop dashboard widgets.
36	1.c.xiv	A social networking feature facilitating communication between study participants and physicians.
37	1.c.xv	A language selection feature.
38	1.c.xvi	A feature providing integration with wearable devices.
39	1.c.xvii	Data management tools to enhance edit checks for outliers or poor calibration.
40	1.c.xviii	Image controls for viewing high-resolution images.
41	1.c.xix	A self-serve Rave option allowing users to purchase tools to build a study.
	1.e	*Product Development Implementation Information*
	1.e.i	Technology enabling integration between external systems and:
42		Rave Data Explorer,
43		Rave Status Explorer,
44		SAS On Demand,
45		Batch Uploader,
46		Architect Loader and
47		ODM Metadata Importer
48	1.e.ii	The use of a browser-independent, thin-client for the EDC Product.

Count	Item	Description
	2	CTMS Trade Secrets
	2.c	*Product Development Planning Strategies*
	2.c.i	The following core functionalities of the CTMS product:
49	2.c.i(1)	recording and tracking key study milestones across multiple studies;
50	2.c.i(2)	forecasting of study milestone completion dates;
51	2.c.i(3)	study planning and resource assignment across multiple countries;
52	2.c.i(4)	tools for tracking forecasted and actual patient recruitment that are automatically populated from subject data in EDC acting as a "single source of truth";
53	2.c.i(5)	a module for authoring, reviewing, and publishing monitoring reports with online/offline capabilities;
54	2.c.i(6)	user configurable monitoring report templates;
55	2.c.i(7)	modules for tracking serious adverse events ("SAE") and deviations by subject;
56	2.c.i(8)	automatic integration of the monitoring reports module with relevant information from the deviations, SAE, subject status, key subject event dates, query metrics, and CRF verification metrics, all from single-source-of-truth subject and CRF data in EDC using Medidata's proprietary Rave Web Services architecture;
57	2.c.i(9)	a user-configurable clinical payments module for ad-hoc and automatic recording of financial transactions based on study activities and on-subject activities from EDC; and
58	2.c.i(10)	a module for centralized, multi-site management of study findings and action items, allowing identification of trends across sites and protocols.
	2.c.ii	The following add-on features to the CTMS product:
59	2.c.ii(1)	audit trail exports via a user interface;
60	2.c.ii(2)	enhancing EDC-CTMS integration to maintain configuration alignment of subject visit schedules, including the implementation of incremental data pulls of template site data;
61	2.c.ii(3)	implementation of site and subject recruitment planning and internal staff assignments by country;

Count	Item	Description
62	2.c.ii(4)	consolidation of user interface tools for managing site and study findings and visit report action items;
63	2.c.ii(5)	increasing the degree of configurability for visit report electronic signatures;
64	2.c.ii(6)	front-end access to set up configurable visit letters;
65	2.c.ii(7)	support for multi-day visits;
66	2.c.ii(8)	integration of CTMS with grants management and funds management tools;
67	2.c.ii(9)	procedure-based payments;
68	2.c.ii(10)	support for country-and region-specific taxes;
69	2.c.ii(11)	management of key CTMS functions, including milestone tracking at the country level;
70	2.c.ii(12)	configurable tools for importing and exporting key business data points in XML format;
71	2.c.ii(13)	introduction of standardized milestones using common terminology across all layers of a clinical study;
72	2.c.ii(14)	automatic roll-up and roll-down of standard statuses for clinical events at the study, country, site, and subject level;
73	2.c.ii(15)	multi-language visit letters;
74	2.c.ii(16)	platform-wide risk-based monitoring;
75	2.c.ii(17)	development of an integrated site management portal combining payments, surveys, SAE reporting, and document management;
76	2.c.ii(18)	out-of-the-box configurations for key templates, monitoring visit report questionnaires, pages fields, and drop-down lists for fast and efficient implementation of CTMS;
77	2.c.ii(19)	global split-payee set-up tools with built-in validation;
78	2.c.ii(20)	a pilot program for cloud-based database replication and migration services;
79	2.c.ii(21)	an enhanced standardized enrollment tracking dashboard;

Count	Item	Description
80	2.c.ii(22)	improved logic for automatic calculation of projected study milestones;
81	2.c.ii(23)	a secure, compact offline client application designed for mobile study staff at locations without adequate Internet connectivity;
82	2.c.ii(24)	enhanced synchronization and conflict management procedures to support use of the offline client;
83	2.c.ii(25)	tools for global payment disbursement, global indirect tax and invoicing, cost approval, cost assignment, and cost reporting for sites;
84	2.c.ii(26)	faster multi-payee split cost setup with imports and cost validation and
85	2.c.ii(27)	enhancements to Rave EDC-CTMS integration, protocol deviations standard reports, visit report e-signatures, site document tracking reports, and the XML importer tool.
	2.e	*Product Development Implementation Information*
86	2.e.i	The use of study locking to avoid corruption of data due to multiple simultaneous synchronizations on the same study.
87	2.e.ii	Splitting export, import, and reporting processes into separate backend instances in order to improve throughput and performance.

Count	Item	Description
	3	Business Trade Secrets
	3.a	*Client Solutions Footprint*
88	3.a.i	Information regarding contract renewal dates, life cycles and scope.
89	3.a.ii	Information regarding revenues on a product-by-product basis.
90	3.a.iii	Information regarding the particular Medidata products customers have purchased.
91	3.a.iv	Internal directories containing contact information for key individuals at current and prospective customers.
	3.a.v	Sales information relating to Medidata's:
92	3.a.v(1)	methodology used to analyze past performance;
93	3.a.v(2)	current and anticipated sales opportunities;
94	3.a.v(3)	three-step process for generating customer proposals;
95	3.a.v(4)	sales quota information used to measure salesperson and organization performance and
96	3.a.v(5)	value realization models used to calculate actual and potential client value derived from the EDC and CTMS products.
	3.b	*Information Regarding Sales Activities*
97	3.b.i	Win-loss analyses and supporting information showing successful and unsuccessful proposals in connection with different clinical trials.
98	3.b.ii	Data demonstrating potential earnings from active deals and potential new customers identified as likely sales opportunities.
99	3.b.iii	Medidata's proprietary sales process for generating customer proposals.
100	3.b.iv	Sales quotas by customer and salesperson.
101	3.b.v	Medidata's "value governance process," used to determine the effectiveness of its products for customers.

Count	Item	Description
	3.c	*Pricing Information*
102	3.c.i	Medidata's proprietary pricing algorithm and formulae.
103	3.c.ii	The prices Medidata has proposed and actually charged to potential EDC and CTMS customers.
	3.d	*Sales Team Training Materials*
	3.d.i	Materials used by Medidata to train salespeople to
104	3.d.i(1)	articulate the value of its CTMS and EDC products,
105	3.d.i(2)	present its solutions in the best light,
106	3.d.i(3)	differentiate Medidata's position in the market and
107	3.d.i(4)	map Medidata's solutions to the specific business needs of existing and potential customers.
	3.f	*Go-to-Market Strategy*
108	3.f.i	Information regarding the size of the total potential market for the EDC and CTMS products by region and country.
109	3.f.ii	Medidata's process for assessing market factors and growth potential, and the data generated by that assessment.
110	3.f.iii	Growth strategies by geographic region.
	3.f.iv	Data regarding
111	3.f.iv(1)	lost proposals and bids,
112	3.f.iv(2)	customer feedback on product offerings or features and
113	3.f.iv(3)	market share.