

Nextrials Embeds LogiXML Ad Hoc Reporting, Enabling a Wide Range of End-user Reporting Needs and Creating New Revenue Streams

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About Nextrials



Nextrials is a leading provider of Web-based software solutions for the clinical research industry. Prism™, their flagship product, is an award

winning Electronic Data Capture (EDC) system that brings together sophisticated trial management and EDC in a single package, enabling clinical researchers to derive more value from trial data, accelerate time to market and substantially lower development costs. Designed by clinical experts to simultaneously boost both trial productivity and patient safety, Prism™ is used by researchers worldwide.

The Issue

Nextrials’ customers collect high volumes of data, the analysis of which is paramount to the success of their research. Although Nextrials employs a SAS product to enable the generation of data sets for its Prism users, the process of producing reports from these datasets is cumbersome and time-consuming and requires an experienced programmer. Compounding the challenge was the need for multiple end-user reports to track and measure disparate data sets and the need to share these reports throughout the organization. For example, a site monitor might track study enrollment and data quality while the clinical program staff oversees safety and efficacy on an ongoing basis. Recognizing their clients need for simple yet powerful end-user reporting, Nextrials launched an initiative to evaluate business intelligence (BI) solutions that could be seamlessly embedded with Prism.

Since Nextrials wanted to provide this tool to a wide audience of biotech, pharmaceutical and medical device clients, they found the per user licensing model to be cost-prohibitive for themselves, as well as their customers. They needed something more cost-effective, which would also provide for easy integration, functionality, and usability. It also needed to be flexible and scalable to meet their long term expectations to regularly enhance and add additional functionality to remain cutting edge.

Build vs. Buy

No stranger to building custom applications, Nextrials first considered building their own ad hoc reporting tool. However, when they considered the time and costs required to write the code and build the product, not to mention support and maintain it on an ongoing basis, they quickly determined that identifying an existing, best-of-breed third party option was the best path to success.

Nextrials approached existing and potential clients to learn their experiences with various BI solutions.

The Customer

Nextrials – a leading provider of software solutions for the clinical research industry.

The Issue

Nextrials’ customers require multiple end-user reports to track and measure disparate data sets gathered in clinical research studies. Lacking a formal ad hoc reporting solution Nextrials sought to either build or buy a business intelligence solution to embed with their flagship product, Prism.

The Solution

Logi Ad Hoc met or exceeded each of Nextrials’ search criteria. The development process was quick, enabling a rapid deployment. Logi Ad Hoc embedded seamlessly with Prism and was easily customized to match its look and feel.

The Result

The varied reporting needs in a clinical trials setting have made Logi Ad Hoc’s flexibility and functionality particularly beneficial, enabling the easy creation of a wide range of reports. Embedding Logi Ad Hoc has unequivocally afforded Nextrials a competitive advantage and a faster ROI.

After hearing several enthusiastic endorsements about Logi Ad Hoc, Nextrials immediately added LogiXML to the list of vendors they would evaluate.

The Solution

Nextrials evaluated several vendors, and quickly determined that only LogiXML met all of their critical criteria. Built on their flexible BI platform, LogiXML's end-user reporting application, Logi Ad Hoc, was easily embedded and customized to mirror the look and feel of the Prism application. Its ease of integration allowed for a fast time to market, and the flexible licensing structure allowed Nextrials to provide affordable BI to all of its users and create a new revenue stream.

LogiXML solutions are Web-browser based, so anyone familiar with browsing the Web finds the reporting interface intuitive and easy to use. Nextrial's non-technical end users can create and share reports that meet their own unique needs without relying on IT resources, and without running complex and time-consuming data queries.

The Result

Customer feedback, particularly as relates to the ease of use, flexibility and functionality of Nextrials' embedded end-user reporting module has been very positive. Logi Ad Hoc's intuitive interface allows for even novice users to start running reports with relative ease, greatly reducing the amount of time previously spent on custom reporting tasks. The varied reporting needs in a clinical trials setting have made Logi Ad Hoc's flexibility and functionality particularly beneficial, enabling the easy creation of a wide range of reports. The efficiencies gained through the sophisticated reporting and analysis capabilities of Logi Ad Hoc have been invaluable to Nextrials' Prism users, saving them time and money.

Nextrials has been particularly satisfied with how easily Logi Ad Hoc was skinned with the Prism look and feel, and with a seamless security integration using single sign-on. They estimate having saved a minimum of one year's development time and resources by OEMing a third party application rather than building an ad hoc BI module, and have also recognized a competitive edge in the sales process.

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