

The Seeking Alpha logo, with the text 'Seeking Alpha' in white and a gold Greek letter alpha symbol to the right, all on a dark red background.

## Phase Forward Incorporated Q4 2007 Earnings Call Transcript

### Question-and-Answer Session

---

(Operator Instructions) Your first question comes from the line of Nabil Elsheshai - Pacific Crest Securities.

**Nabil Elsheshai - Pacific Crest Securities**

I guess Rodger or Bob, if step back and you look at '07 and the growth drivers; it seemed a little bit like the last couple of years has been a bit of a land grab, especially at the high-end of the market.

If you look out at '08 and '09, do you anticipate it being the same sort of thing or do you think most of the large guys have lined up and it's more a matter of taking advantage of your installed base, and getting more larger percentages of trials, and maybe getting after the mid-market?

**Robert K. Weiler**

I think it's combination of a number of things. First, a lot of the market share positions are settling out because many of the people have made their strategic decisions over the last couple of years, and a lot of that growth that we foresee of those customers that have chosen us as strategic partners, ramping up their adoption either through ASP trials or converting to enterprise adoption, depending upon their own internal processes and how they want to do that ASP or internal adoption.

The second thing we're seeing is that new companies coming in, much of our business is coming from the five, six, seven, eight trial type segment, which are the smaller companies which are really embracing EDC. As they just start the trials are going EDC; they are not converting from paper; they are not doing hybrid trials; they're not doing anything like that; they just go ahead directly to EDC.

And lastly we are seeing CROs. The CROs have really in 2007 embraced EDC and as I mentioned in my call on the script earlier is that we've had over just in the last little more than a year, CROs have brought us over 65 companies that what we call indirect; that we haven't really touched at all.

So the large ramp up of the successful CROs and the success they are having is really promoting EDC as well. So it's really the three factors. There are a few other larger opportunities out there, but many of the strategic decisions have already been made.

**Nabil Elsheshai - Pacific Crest Securities**

Rodger what's your assumptions on share count for '08, if you can give us that?

Copyright © 2008 CNET Networks, Inc. All Rights Reserved.