



## PARTHYS REVERSE INFORMATICS

# Digestible Information Driven Drug Discovery, is it a Dream?

World's knowledge in an easily computable format, a promising potential for literature driven drug discovery, we call it "in litero"!

### Answers are everywhere!

The biggest challenge is to access the answers, the right information. This makes asking smart questions a necessity! The growth in number of practicing scientists has led to an increase in the quantity of journals and this activity is continuously proliferating with higher technology and time. Peer-reviewed scientific literature is still the most important source of reliable data on genes, proteins and small molecules. Augmented scientific publications written in machine non-readable format necessitated the development of systematic protocols to extract this information into machine-readable format that can be used by computational algorithms. We call this process as Reverse Informatics.



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### Missed information in the literature costs time, money, & quality!

A thematic database outshines a normal database as it contains the intrinsic capacity to compute new knowledge from stored knowledge. There are two approaches to improving database quality: keeping errors out in the first place and removing them once detected. As part of the 'get it right the first time' approach, database curation and annotation has emerged as a new profession. Reverse Informatics has an army of such curators.

We supply a complete, comprehen-

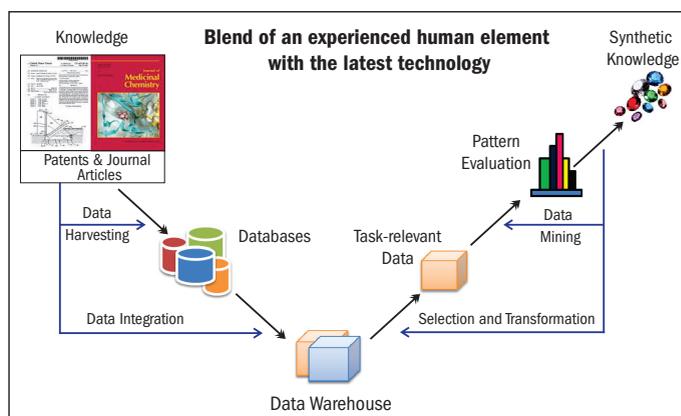
sive and in-depth actionable data for the drug discovery scientists to work in an information rich environment and help them to make better decisions. We can proudly claim "few hours in navigating a thematic database may be equivalent to spending a month in the library".

### Why should you buy a bottle of wine when you just need a glass!

One of our clients wanted to get just the Tuberculosis inhibitor landscape. We built the TB database from scratch covering the complete chemistry and biological information. We have mastered the art of connecting the unconnected; we developed an information thread of gene variants to its associated disease and drug information for another client of ours. Our space of providing solution expands as far as a leading Cancer Institute in Europe. Apart from this, our creations also include a web spider to retrieve the information from diverse resources. Precisely, we customize anything. This means, you get exactly what you want.

### Plans & strategies

We have enjoyed being a part of the knowledge industry for over 3 years and with the experience gained we plan to expand our operations wider. We are interested to work directly with the major pharma companies



Extracting, Normalizing, Deduplicating, Integrating the Data deluge to build Knowledge dams

and participate actively in international projects. We have also identified the gap in medicinal chemistry and we would like to supply the products of mind as the solution.

### Relocating to the hub of knowledge powerhouse

In industries, Science is a tool or input and it stays outside the business boundary. But in Life Sciences industry, Science is the business! Realizing this, we have relocated our operations to the knowledge hub of India, Indian Institute of Technology. The powerhouse of knowledge not only offers eminent research community but also offers excellent student communities who have bold and refreshing ideas. We invite you all to join us in experiencing the art of generating new knowledge.

  
**Parthys Reverse Informatics**  
 The Art of Generating New Knowledge  
[www.reverseinformatics.com](http://www.reverseinformatics.com)