



# BEST STORIES FOR DIGITAL IN LIFE SCIENCES



Infosys  
*be more*



## Centralized Digital Marketing Platform for a Global Life Sciences Client

- Integrated marketing platform using Brand Edge™ platform across all of client's 1200 digital properties
- Accelerated brand launch cycle time by 30% and reduced cost by 40%
- Better CSAT and reduction in valuable and scarce bandwidth of brand managers



## Global e-Commerce Implementation Partner for US-headquartered Medical Equipment Manufacturer

- Complete revamp of B2B commerce platform across global instances to make it more scalable, reliable and maintainable
- Robust integration with geographically different internal & external systems and ERP procurement systems
- Benefits delivered include: global foundation, quick ROI, leverage existing assets, modular design, best performance, continuous improvement, and high security
- 50% improvement in customer onboarding time



## Regulatory submission platform and implementation experience at a large pharma

- Powered by ANGEL Regulatory Document Management System Infosys cloud-based regulatory submission offering for a unified user experience, collaboration, information exchange, search, reporting, and analytics
- Enabled multi-geo centers, business continuity, and secure framework for cloud-based hosting
- Out of 10,000+ users, 3,700 users onboarded, and platform being used globally
- 8 products created and 122 registrations done



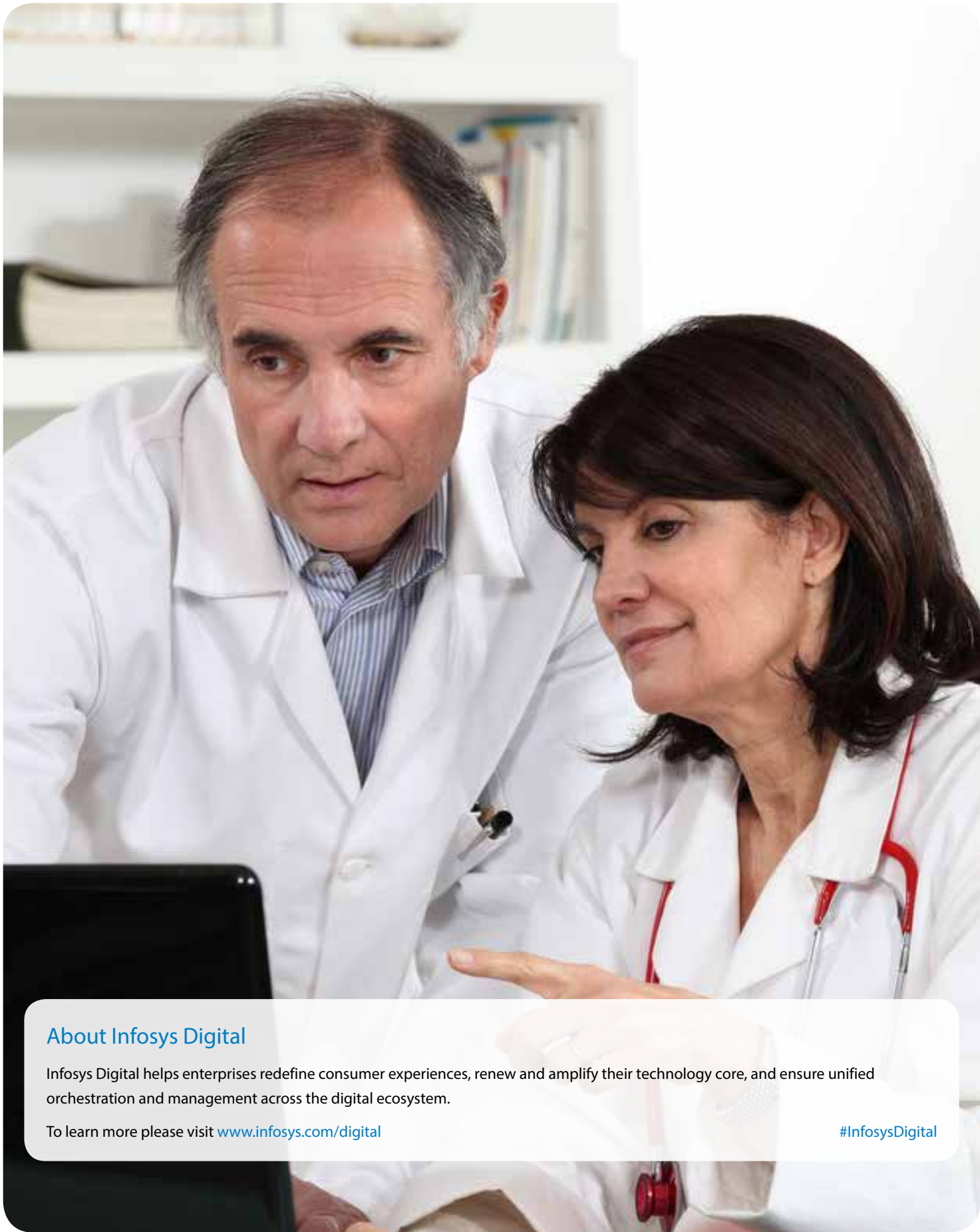
## Gamification to improve consumer engagement

- Created next-gen wellness product targeting digital consumers
- Developed a gamification platform with 'game mechanics'
- Integrated with external systems and accelerating execution
- Innovative approach engaging users in their own wellness by having a sustained engagement with the users to improve health outcomes and reduce care costs



## Mobile Solutions Factory for Multinational Pharmaceutical Company

- End-to-end solution for mobility marketing starting from strategizing to post go-live support
- Robust application helped smooth launch in many brands to aid field force and reap the benefits of mobile factory
- Accelerated brand launch cycle time by 30%
- Reduced cost by 20%



### About Infosys Digital

Infosys Digital helps enterprises redefine consumer experiences, renew and amplify their technology core, and ensure unified orchestration and management across the digital ecosystem.

To learn more please visit [www.infosys.com/digital](http://www.infosys.com/digital)

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