

SUCCESS STORY - INFOSYS' COMMERCIAL PLATFORM ENABLED A TOP 10 PHARMA COMPANY TO DRIVE OPTIMAL RETURNS ON THEIR COMMERCIAL INVESTMENTS

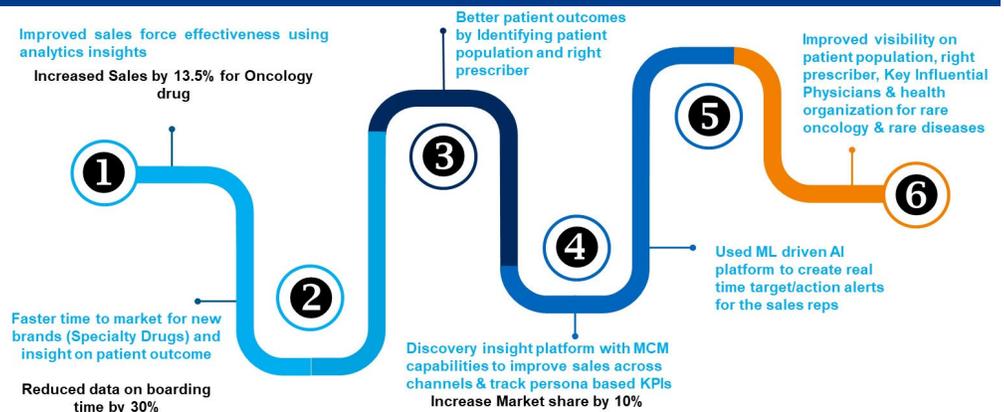


Infosys leveraged advanced analytics provided actionable insights to enable smart actions in the market by the sales reps

BUSINESS OBJECTIVES

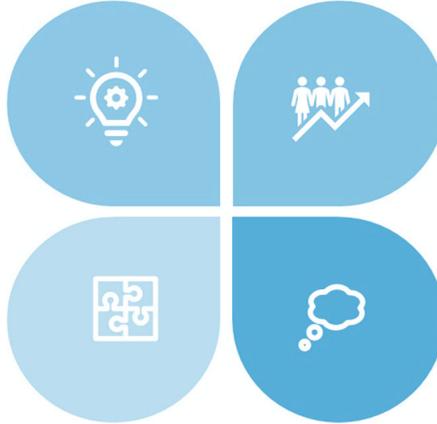
- Reduce **data onboarding time and cost for new product launches** (4-6 months development time).
- Provide clarity and understanding of the different data assets to **increase revenue and make call targeting effective** (8000 patients for the recently launched drug)
- Provide actionable insights to measure **field sales performance** on various KPI's
- Provide **visibility on patient outcomes** for rare oncology disease drugs

TRANSFORMATION JOURNEY (OUTCOMES)



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Innovation and Incubation Capabilities
to accelerate and scale innovation



Domain expertise to tackle therapeutic complexity and adapt to persona based needs and Analytics

Integrated Data and Technology Capabilities
to increase efficiency and easier access

Cross Industry expertise to bring innovation from trendsetting industries

Disease Detection and Diagnosis for rare disease, cancer, etc.

Therapy Transitions and Predicting Clinical Events in Treatment

Patient Engagement and Adherence using Connected Health

Operational Excellence by reducing waste and increasing precision



For more information, contact askus@infosys.com

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