



# INFOSYS LIFE SCIENCES

Transform for a healthier tomorrow

Infosys<sup>®</sup>

## The changing landscape of the life sciences industry

The life sciences industry today is witnessing a transition that impacts the approach towards healthcare. As organizations implement a patient-centric model, there is an urgent and growing need to innovate and find more effective healthcare solutions. The emergence of new specializations and industry consolidation are opening up new avenues for development. Increasingly stringent regulatory regimes and evolving reforms are compelling the industry to adopt more effective compliance strategies.

These changes have prompted companies to leverage their existing IT investments and build integrated business service models. Companies need to harness the power of new technologies such as cloud, mobile, big data and analytics, and social media, to seek greater value and succeed in this altering landscape.

## Infosys – enabling efficiency, innovation, and transformation

Infosys life sciences offerings are specifically designed to address challenges of pharmaceutical, biotechnology, and medical devices companies.

Our offerings are supported by ample technology and business expertise through alliances with leading technology partners. This enables us to provide flexible and scalable solutions.

Our consulting capabilities deliver significant benefits across three key dimensions of your enterprise. We help in:

- Managing and operating your business and IT landscape
- Innovating products and solutions through co-creation
- Transforming your business for greater results

## Manage and operate with efficiency

We help you maximize IT leverage and reduce the size of your application portfolio by as much as 30 to 40 percent through our offerings that include:

- Application portfolio rationalization
- Infrastructure and middleware estate amplification
- Technology life cycle management
- Infrastructure support and management
- Application maintenance and support

## Innovate to add a competitive edge

Great ideas need not remain in your labs for long. You can quickly introduce innovations ahead of your peers to differentiate in the market. These Infosys offerings help you reduce time-to-market by 10 to 15 percent:

- Applied technology research
- Joint innovations and co-creation with customers, academia, and alliance partners

## Transform with minimum disruption

When new business models are created for transformation, they often cause considerable disruption and additional expenses. Our offerings minimize hold-ups and save costs by 30 to 40 percent. These offerings include:

- Supply chain transformation
- Digital transformation
- Virtualization and cloud adoption
- Mergers and acquisitions

## How we help our clients

- A leading life sciences company in Europe wanted to save costs through portfolio rationalization. Our team transitioned all application support within six months in three phases. We also standardized L2 and L3 support using the Information Technology Infrastructure Library (ITIL) framework. We provided support services such as incident management, problem management, capacity management, and service continuity management.

Our team identified, processed, and removed unused applications. We helped the client:

- Save approximately US\$20 million through portfolio rationalization
  - Reduce portfolio size by around 30 percent, based on application retirement, merging, and replacement
  - Realize savings of US\$918,000 over a period of five years
- A large multinational pharmaceutical company in the UK wanted to define a high-level regulatory submission strategy and roadmap. This included immediate requirements in delivery and future-proofing. We co-created a solution fully managed and hosted by Infosys to handle regulatory submissions, from document creation to publishing. Agile methodology spread across iterations and sprints was used for phase-wise implementation. Gains to the client included:
    - Reduced cycle time
    - Reduced time-to-market by around 10 percent

- Faster compliance submissions
  - Single point of accountability for all document life cycle activities
  - Clear roadmap of the regulatory submission process for contract term
- A leading multinational pharmaceutical and consumer healthcare company in the UK wanted to define their digital marketing strategy and roadmap based on a global set of processes, technology, and partnerships across divisions and geographies. Our platform BrandEdge centralized the management of technology stacks and digital development. Our team created customer-focused digital strategies and a customer-centric digital organization to meet the client's needs across brands and local markets. The benefits were:
    - Savings of over 30 percent
    - Reduction of time-to-market by 25 to 30 percent
    - Projects delivered across 40+ countries with uniform standards
    - 100 percent compliance with pharmaceutical regulations
    - Standardization and adoption of shared services across multiple brands, markets, and agency partners
  - Infosys helped one of the top three pharma multinational companies with

Veeva CRM rollout and maintenance. We helped the client:

- Service 4,900+ sales representatives through more than 1,000 L2 executives; problem analysis requests serviced on a monthly basis
- Support UAT and rollout trainings across 23 countries in Europe and Canada, and in six foreign languages (German, French, Italian, Portuguese, Dutch, and Greek)
- Support a complex architecture (hub and spoke) that has 30+ interfaces, which transact in data pertaining to accounts, products, alignments, call interactions, samples, and orders. The performances of these interfaces were then optimized through improved failover mechanism and incremental load design
- Support and enhance functionality of territory alignment, order management, key account management, and commercial policies across critical markets
- Support the closed loop marketing module through:
  - 780+ presentations completed across 50 brands
  - 20+ rep-triggered e-mails (RTEs) completed
  - Up to 35 to 40 percent reduction in time to market of e-detailing presentations



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