

## Empowering the life sciences industry

– With innovative, future-ready solutions

The life sciences industry is transforming into a collaborative ecosystem for better science, dynamic business strategies, patient centricity, and a data-driven ecosystem. Witnessing the rise of the

informed consumer and value-based medicine, changing customer and reimbursement landscape, increasing regulatory and pricing complexities, stiffer competition and patent cliff cycles,

technology is an integrated part of new business strategies. Technology is leading disruption in traditional processes and is driving transformation across the bench-to-bedside value chain.



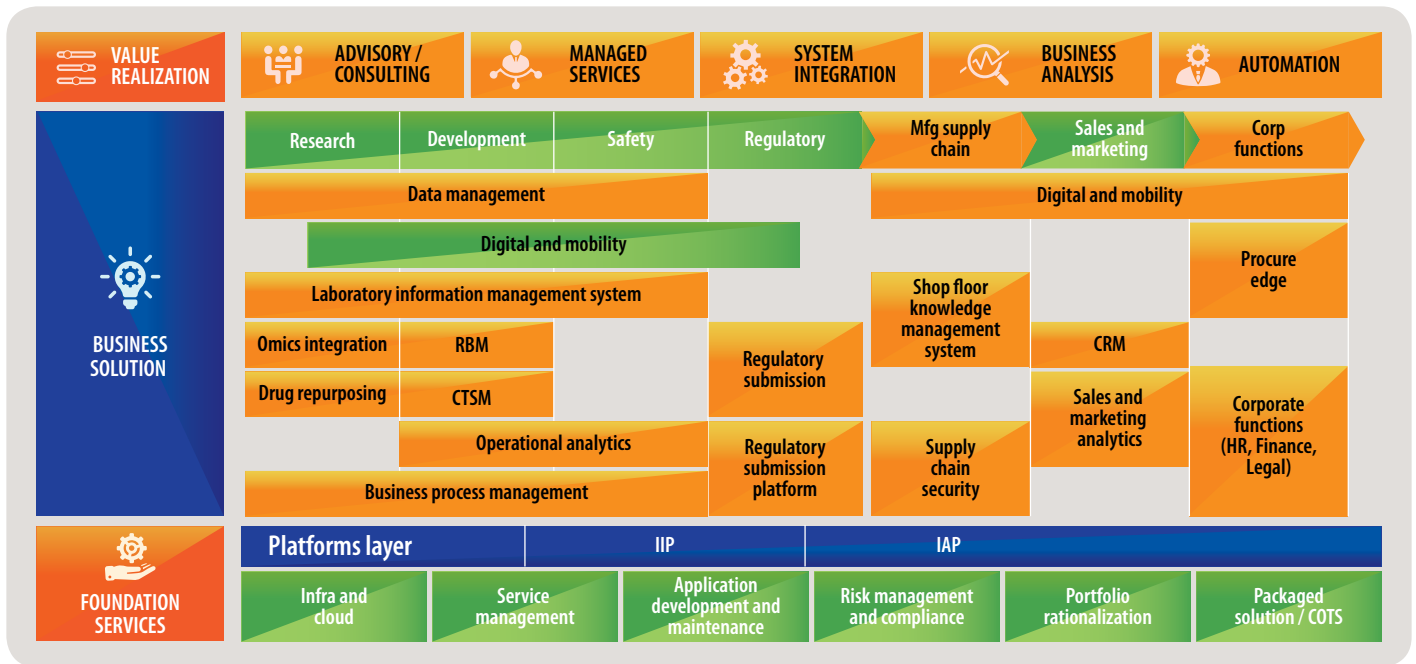
### Turning industry challenges to business opportunities

Life sciences organizations are rethinking their IT strategies to leverage technology advancements, and shift to a personalized medicine and care paradigm. Evolving life sciences informatics strategies include speedily adopting new technologies for compliance, and continuously challenging their legacy processes, applications,

and models to flex and meet the needs of precision medicine. Adoption of digital technologies to modernize R&D, manufacturing and supply chain, as well as marketing processes, can help life sciences companies be more agile and respond quickly and effectively to today's dynamic business environment.

The Infosys Renew and New strategy helps life sciences companies make their existing processes efficient while continuously rethinking transformation to meet their contemporary business needs.

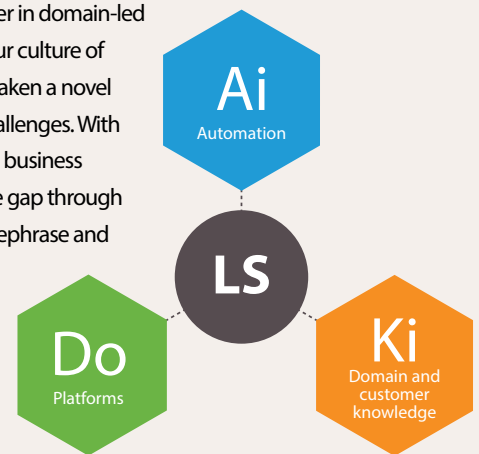




- **Life Sciences IT Foundation Services:** Help IT organizations build, integrate, run, and manage mission-critical applications efficiently with minimum costs
- **Life Sciences Business Solutions:** Address complex operational and administrative functions to overcome challenges in leveraging IT
- **Life Sciences R&D Solutions:** Meet research, development, safety, and regulatory (RDSR) needs
- **Life Sciences Consulting Services:** Bring together life sciences domain knowledge and cross-industry best practices to enable business transformation

### Our winning differentiator

Infosys has been an industry leader in domain-led consulting and IT services. With our culture of continuous innovation, we have taken a novel approach to modern business challenges. With software as an integral part of key business processes, Infosys has bridged the gap through its Design-Thinking approach to rephrase and solve these business challenges. Our approach is driven by our philosophy of 'Aikido' to provide a comprehensive suite of services and solutions to life sciences organizations.



### Delivering measurable value through novel approaches

#### Infosys helps Becton, Dickinson and Company launch a new e-commerce platform on Hybris

- Reduced the time taken by a customer to place an order, to under two minutes
- Global sales from reagents increased from 6% to 8%

#### Infosys creates a comprehensive engaging sales and marketing solution for GlaxoSmithKline

- Developed interactive digital properties on web and mobile
- Created a comprehensive specialized portal for doctors

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)



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