MANDATE FOR LIFE SCIENCES AND PHARMA COMPANIES FOR FASTER GROWTH
Innovation

Rise in new regulations, digital health, and AIML will require more new age data and analytics services resulting in increased spend.

Enterprise

By 2022, 90% of corporate strategies will explicitly mention information as a critical enterprise asset and analytics as an essential competency.

Analytics

Rise in data and analytic transformation spend by Tier 1 Pharma’s to $15M - $20M and new age data and analytic services to be $25M - $50M.

Market

Increase in acceptance by Pharma of the E2E offerings from our competitors such as Accenture, Deloitte, Axtria, etc.

Key Challenges and Roadblocks for Pharma Companies towards new drug launches

- High Onboarding Time. Cost of Change
- Escalating cost and pricing pressure
- Inefficient ways to measure marketing campaign effectiveness
- Lack of insights to measure field sales performance on KPIs
- Mounting regulatory scrutiny and global compliance norms
- Fragmented and siloed legacy systems
- Expenditure on external data onboarding process
- No visibility on patient outcomes for rare diseases drugs
- Lack of United Semantics to drive artificial intelligence and insights

50% Drug launches underperformed analyst expectations

>25% Could not reach even 50% of external revenue forecast

66% Failed to meet prelaunch consensus sales expectations

Life Sciences Commercial Insight Solution (LS CIP)

Infosys and Snowflake have jointly collaborated to create a solution called Commercial Insights Platform:

- Infosys Life Science Commercial Insights is cloud based AI & Data Platform to provide “one version of truth” and enables the enterprises’ sales and marketing digital transformation by bringing Cloud Platform, Data & Insights capabilities together
- Platform enables commercial teams with precision metrics and provides ability to deploy strategies to increase revenue at reduced cost.
- The solution provides a comprehensive suite of persona based modular solutions to drive business outcome.

Sales

Competitive

Reach

Segmentation

Brand / Product

Targeting

Distribution

Omnichannel

GTN

Contracting

Life Sciences Commercial Insight Solution (LS CIP)
Offering Overview

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,
Therapy Transitions and Predicting Clinical
Patient Engagement & Adherence using
Operational Excellence by reducing waste

Snowflake + Infosys – Joint value proposition for Commercial Insights

Infosys CIP

Accelerated Adoption of Platform
- IQVIA, Symphony Seamless Data Integration
- Co-Promote Data onboarding through Data Sharing
- Statistical Data Controls implemented for improving Incentive compensation through Snowflake Capabilities
- One Click Migration capability through DBT

Optimized Operations
- Instant Warehouse Sizing
- Virtual Warehouses, Zero Copy Clone, Time Travel
- Infosys Data Estate Governance & Operations Workbench Integrated

Enhanced Consumption
- Infosys Enterprise Information Marketplace integrated with Snowflake
- System Of Intelligence Integrated with Snowflake Alerts

Big Data Acceleration and DQ (Snowpark)
- Extensive Data Libraries in Snowpark for Claims Data and External Data Processing (60+)
- Compile Data Set Partnership for GTM

Outcomes
- Drive patient outcomes with Real World Data
- Enhance Commercial spend optimization
- Improve Patient and Customer experience
- Enhance Forecasting
- Real time Field force Effectiveness

Benefits
Platform helps to democratize the data analytics so that data analysts can perform own analysis in self-service mode reducing dependency with business users
Creates unified semantics to drive artificial intelligence and insights by consuming different patterns of data and creating a data processing template across brand, business unit and commercial markets
Improve time to market by up to 40%
Accelerate brand launch and optimize commercial spend mode

Up to 25% reduction is costs is estimated by enabling rapid insights through templatization of data and reduction in data lifecycle.
Case Study 1:

**Business Problem**
A US Pharma giant was looking for a solution to handle high volumes of data from Patient claims to link with existing data and trigger customized alerts. This was critical due to a recent product launch in oncology market.

**Solution offering**
Infosys positioned home grown Copy framework and migration accelerator to move selected/all data within a time frame of 15 minutes from Redshift to snowflake without impacting project timelines. The data moved to snowflake was leveraged through semi-structured data processing and was able to provide competitive insights.

**Business Outcomes**
- Replaced Palantir Platform – 5 Million saved in one year
- Daily process of reporting refresh for Oncology ready under 1 hour
- New alerting capability delivered for Sales rep helping increase in sales
- High volume data processing combining a unified view of Sales, calls and claims

Case Study 2:

**Business Problem**
An international and reputed biotech company specializing in cancer treatment drugs wanted to strengthen product launch capabilities to achieve 2025 vision:
- Set up of Modern commercial and medical data warehouse covering multi-country rollout with enhanced capabilities for MDM hub for mastering customer profiles
- Field and Home office reporting with self service capabilities for generating commercial and predictive insights

**Solution offering**
- Infosys deployed Life Science Commercial Insight Platform with a scalable & extendable AWS cloud architecture solution using niche technology stack of Snowflake, Reltio & Power BI
- Leverage Data model with capabilities such as metadata driven framework, data templates and Data Quality Automation Engine to build reusable pipelines for data ingestion, data quality and standardized data processing
- Developed process for data Migration to Reltio MDM, mastering and mastered data consumption in downstream system.

**Business Outcomes**
- Improving time to market by up to 40% through reusability and UI based metadata driven framework.
- Flexible, agile & robust framework that can be easily configured for new brands

For more information, contact askus@infosys.com