MANDATE FOR LIFE SCIENCES AND PHARMA COMPANIES FOR FASTER GROWTH
Key Challenges and Roadblocks for Pharma Companies towards new drug launches

- **Innovation**: Rise in new regulations, digital health, and AI/ML 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.

### Competitive Segmentation Targeting Omnichannel GTN

- **Sales**: High Onboarding Time, Cost of Change
- **Reach**: Escalating cost and pricing pressure
- **Brand / Product**: Inefficient ways to measure marketing campaign effectiveness
- **Distribution**: Mounting regulatory scrutiny and global compliance norms
- **Contracting**: Fragmented and siloed legacy systems
- **GTN**: No visibility on patient outcomes for rare diseases drugs
- **Expenditure on external data onboarding process**: Lack of United Semantics to drive artificial intelligence and insights

#### Key Statistics

- **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 Platform (LS CIP)**

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

- **Infosys Life Science Commercial Insights** is cloud based AI & Data Platform to provide a “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.**
**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

**Leading to**

- **Disease Detection and Diagnosis for rare disease**
- **Therapy Transitions and Predicting Clinical**
- **Patient Engagement & Adherence using**
- **Operational Excellence by reducing waste**

**Infosys Life Sciences Commercial Insights Platform**

**Accelerated Adoption of Platform**

- IQVIA, Symphony Seamless Data Integration
- Co-Promote Data onboarding through Data Sharing
- One Click Migration capability through DBT
- Data Quality Checks templatized

**Optimized Operations**

- Instant Warehouse Sizing
- Infosys Data Estate Governance & Operations Workbench Integrated

**Enhanced Consumption & AI**

- Infosys Enterprise Information Marketplace
- System Of Intelligence Integrated with customized alerts
- Statistical Data Controls implemented for improving Incentive compensation through Datawarehouse capabilities

**Big Data Acceleration and DQ Check**

- Extensive Data Libraries 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
- Optimize Gross to net

**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 united 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 in costs is estimated by enabling rapid insights through templatization of data and reduction in data life cycle.
## Case Study 1

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<tr>
<th>Business Problem</th>
<th>Solution offering</th>
<th>Business Outcomes</th>
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| 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. | Infosys positioned home grown Copy framework and migration accelerator to move selected/ all data within a time frame of 15 minutes without impacting project timelines. The data moved to datalake was leveraged through semi-structured data processing and was able to provide competitive insights. | • Replaced Palantir Platform – 5Million 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

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| 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 | Infosys deployed Life Science Commercial Insight Platform with a scalable & extendable AWS cloud architecture solution using niche technology stack of AWS native services  
• 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. | • 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 |

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For more information, contact askus@infosys.com