



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, Atria, 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 Platform (LS CIP)

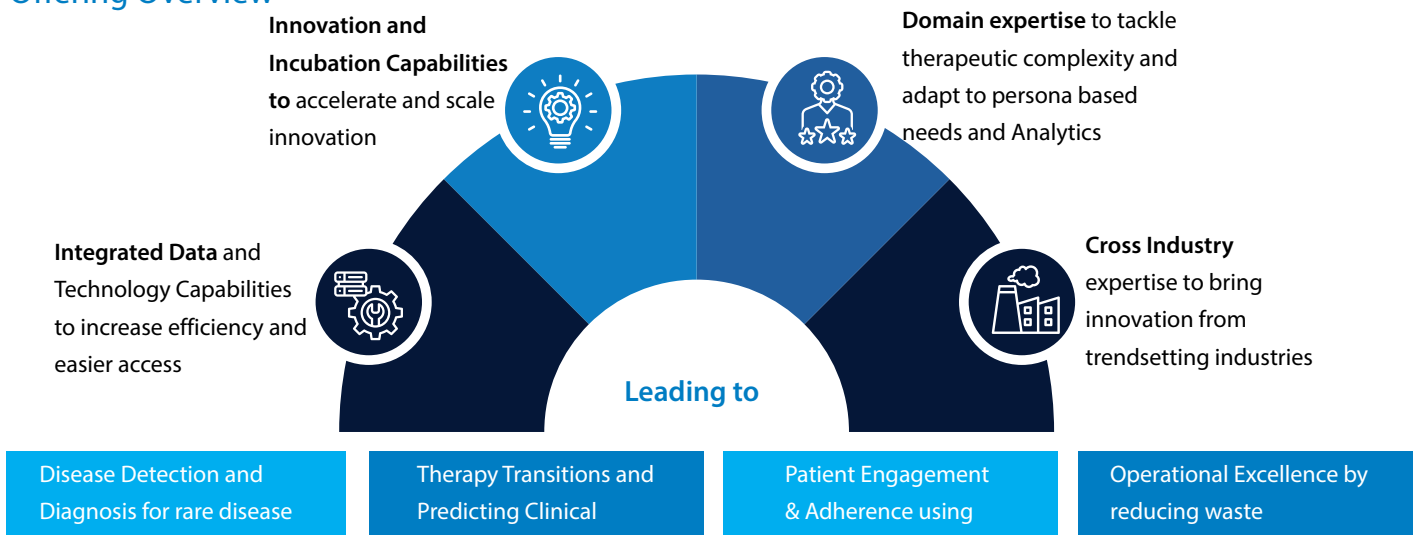
Infosys and AWS have jointly collaborated to create a solution called Commercial Insights Platform :

Infosys Life Science Commercial Insights is cloud based AI & Data Platform to provide "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



Infosys Life Sciences Commercial Insights Platform	Accelerated Adoption of Platform	<ul style="list-style-type: none"> ▪ IQVIA , Symphony Seamless Data Integration ▪ Co-Promote Data onboarding through Data Sharing ▪ One Click Migration capability through DBT ▪ Data Quality Checks templized 	Outcomes
	Optimized Operations	<ul style="list-style-type: none"> ▪ Instant Warehouse Sizing ▪ Infosys Data Estate Governance & Operations Workbench Integrated 	
	Enhanced Consumption & AI	<ul style="list-style-type: none"> ▪ 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	<ul style="list-style-type: none"> ▪ Extensive Data Libraries for Claims Data and External Data Processing (60 +) ▪ Compile Data Set Partnership for GTM 	
			<p>Drive patient outcomes with Real World Data</p> <p>Enhance Commercial spend optimization</p> <p>Improve Patient and Customer experience</p> <p>Enhance Forecasting</p> <p>Real time Field force Effectiveness</p> <p>Optimize Gross to net</p>

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 templization of data and reduction in data life cycle.

Case Study 1

 Business Problem	 Solution offering	 Business Outcomes
<p>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.</p>	<p>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.</p>	<ul style="list-style-type: none">• 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

 Business Problem	 Solution offering	 Business Outcomes
<p>An international and reputed biotech company specializing in cancer treatment drugs wanted to strengthen product launch capabilities to achieve 2025 vision:</p> <ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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.	<ul style="list-style-type: none">• 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

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