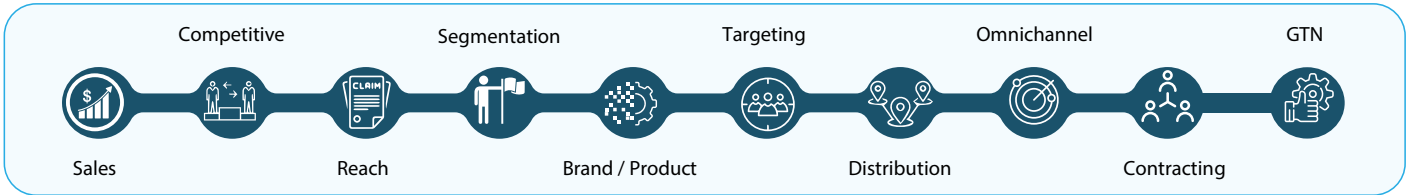


MANDATE FOR
LIFE SCIENCES
AND PHARMA
COMPANIES FOR
FASTER GROWTH



<p>Innovation</p> <p>Rise in new regulations, digital health, and AIML will require more new age data and analytics services resulting in increased spend</p>	<p>Enterprise</p> <p>By 2022, 90% of corporate strategies will explicitly mention information as a critical enterprise asset and analytics as an essential competency</p>	<p>Analytics</p> <p>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</p>	<p>Market</p> <p>Increase in acceptance by Pharma of the E2E offerings from our competitors such as Accenture, Deloitte, Axtia, etc.</p>
--	--	--	---

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

<p>50%</p> <p>Drug launches underperformed analyst expectations</p>	<p>>25%</p> <p>Could not reach even 50% of external revenue forecast</p>	<p>66%</p> <p>Failed to meet prelaunch consensus sales expectations</p>
--	--	--

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

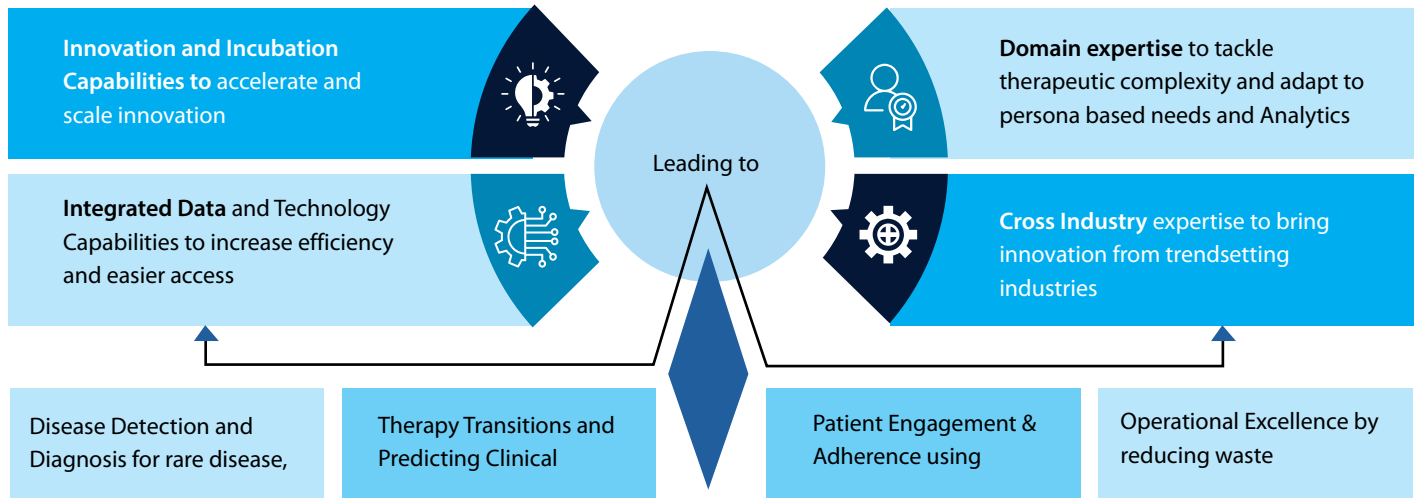
provide "one version of truth" and enables the enterprises' sales and marketing digital transformation by bringing Cloud Platform, Data & Insights capabilities together

- Platform enables commercial teams with precision metrics and provides

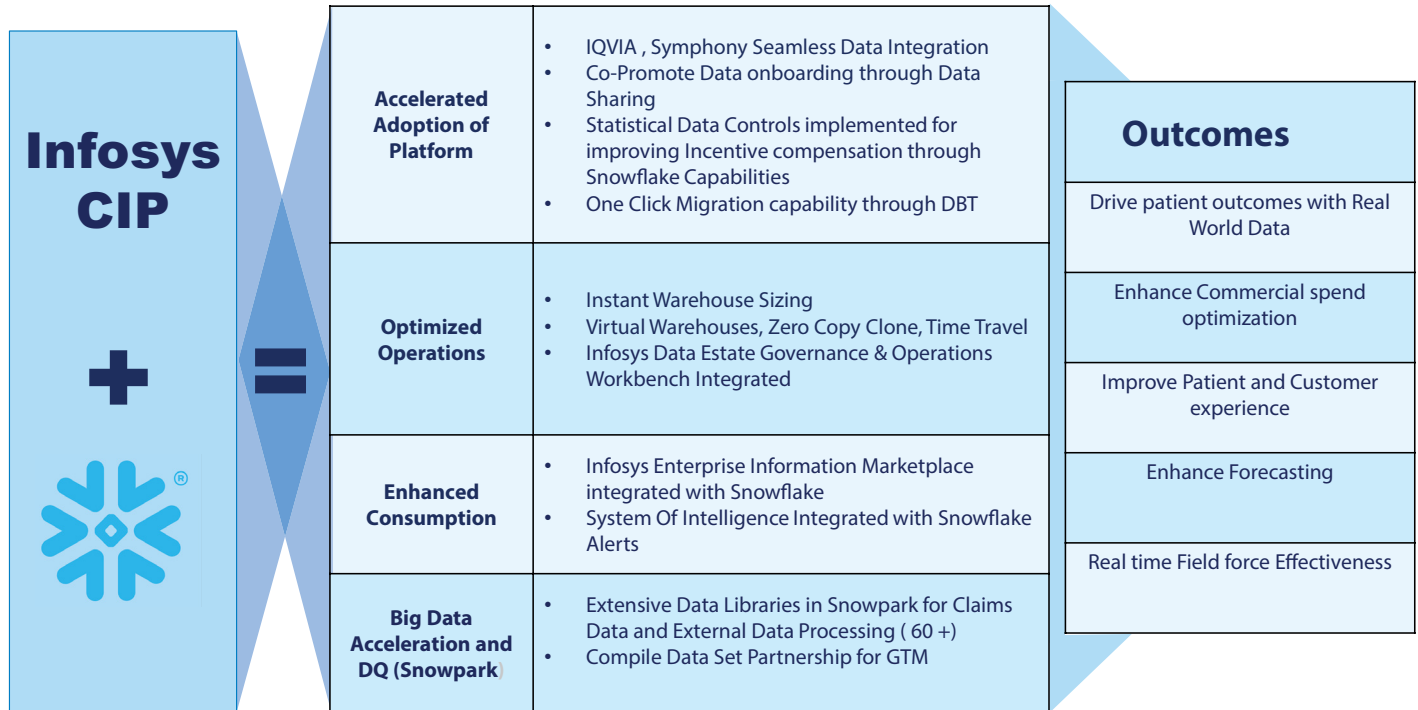
ability to deploy strategies to increase revenue at reduced cost.

- The solution provides a comprehensive suite of persona based modular solutions to drive business outcome.

Offering Overview



Snowflake + Infosys – Joint value proposition for Commercial Insights



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 templating of data and reduction in data life cycle.

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 – 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

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

Infosys[®]
Navigate your next

© 2021 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.