

# INFOSYS PHARMA MANUFACTURING INSIGHTS SOLUTION WITH SNOWFLAKE

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## Industry challenges

For a specialty pharmaceutical company, launch of a new drug is of great importance for commercial success. Monitoring the commercial operations is therefore a data driven approach that needs availability of accurate and timely insights. Pharma companies heavily depend on data from third party vendors and internal systems like ERP and CRM to get holistic insights. During a product launch, data coming from multiple/new sources need to be integrated quickly to understand sales trends, marketing costs, managed markets performance, financial metrics, competitor product performance through real world evidence, HCP

- New Product launches in quicker manner
- TCO Reduction
- Monitoring Commercial operations

segmentation and so on.

Also, given the significant cost associated across the Pharma value chain from Discovery-to-Commercial launch, it has become imperative to extend collaborations beyond just R&D to Commercial Sales & Marketing partnerships for co-promotions. This requires breaking of data barriers and seamless, near real-time exchange of data to provide latest pulse of the market between different strategic partners.

## Business impact

### 1. Improve Product Launch time

Improve overall time-to-market for new product launches. Also reduce data onboarding time and cost for new product launches (4-6 months development time).

### 2. Actionable Insights

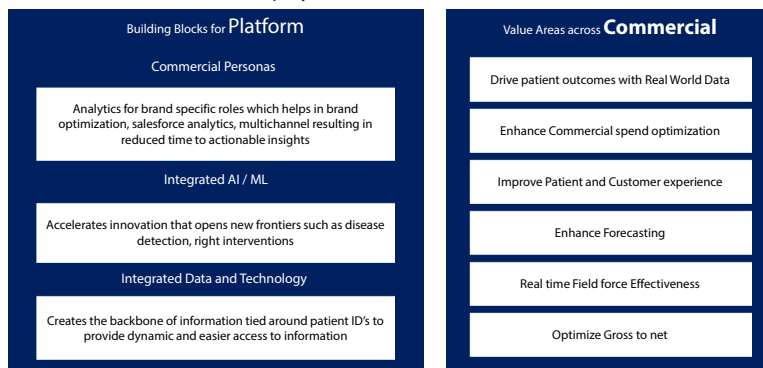
Provide clarity and understanding of different data assets to increase revenue and make call targeting effective (8000 patients for the recently launched drug). Also provide actionable insights to measure field sales performance on various KPI's and home office to provide backend S&M support. Provide visibility on patient outcomes for rare oncology disease drugs.

## Why this solution

Pharma manufacturers are facing lengthy product launch times due to absence of a holistic solution that provides actionable

insights on manufacturing and commercial operations. This needs a modernized data fabric which runs across multitude of datasets to derive actionable insights in an effective manner.

The platform will enable commercial teams to enable precision and provide ability to unlock new frontiers for revenue and cost plays



## Why Infosys

Infosys is a global leader in next-generation digital services and consulting. We enable clients in 46 countries to navigate their digital transformation. With nearly four decades of experience in managing the systems and workings of global enterprises, we expertly steer our clients through their digital journey. We do it by enabling the enterprise with an AI-powered core that helps prioritize the execution of change. We also empower

the business with agile digital at scale to deliver unprecedented levels of performance and customer delight. Our always-on learning agenda drives their continuous improvement through building and transferring digital skills, expertise, and ideas from our innovation ecosystem.

Infosys offers transformational solutions for enterprises, built on Snowflake's Data Cloud, which include a hyper data economy for enterprises, proven industry and business solutions and managed

cloud consumption solutions from the Infosys Cobalt offerings. Snowflake is the fastest growing data on cloud platform and uniquely positioned with data fabric across major cloud platform providers. Snowflake has more than 250PB of data managed today on its platform. Snowflake with its rich set of capabilities delivered through data on cloud offerings spanning from datalake to, analytics and data applications. Snowflake also has a broad eco system of partners (1300+) to suit various client needs.

## Case study

For one of Infosys' Customer, their existing **warehouse** couldn't scale for brand launches, making it difficult to provide timely data for fast decision-making by sales representatives, marketing and management users, and data analysts. Infosys built a robust solution leveraging cloud native technologies and Snowflake Data on cloud.

- Understanding of data landscape and identifying gaps in the system
- Customizable implementation as per client requirement
- An asset-based approach to increase technology adoption

## The Solution

Infosys built a cloud data lake with elastic scalability and near-zero management that enabled users to access data in 15 minutes of refresh. Snowflake met or exceeded all the performance tests; in addition, Snowflake excelled in its workload management and instant scalability. Previous solution required customer to hire highly skilled engineers to provide equivalent capabilities which was eliminated with Snowflake Data on cloud.

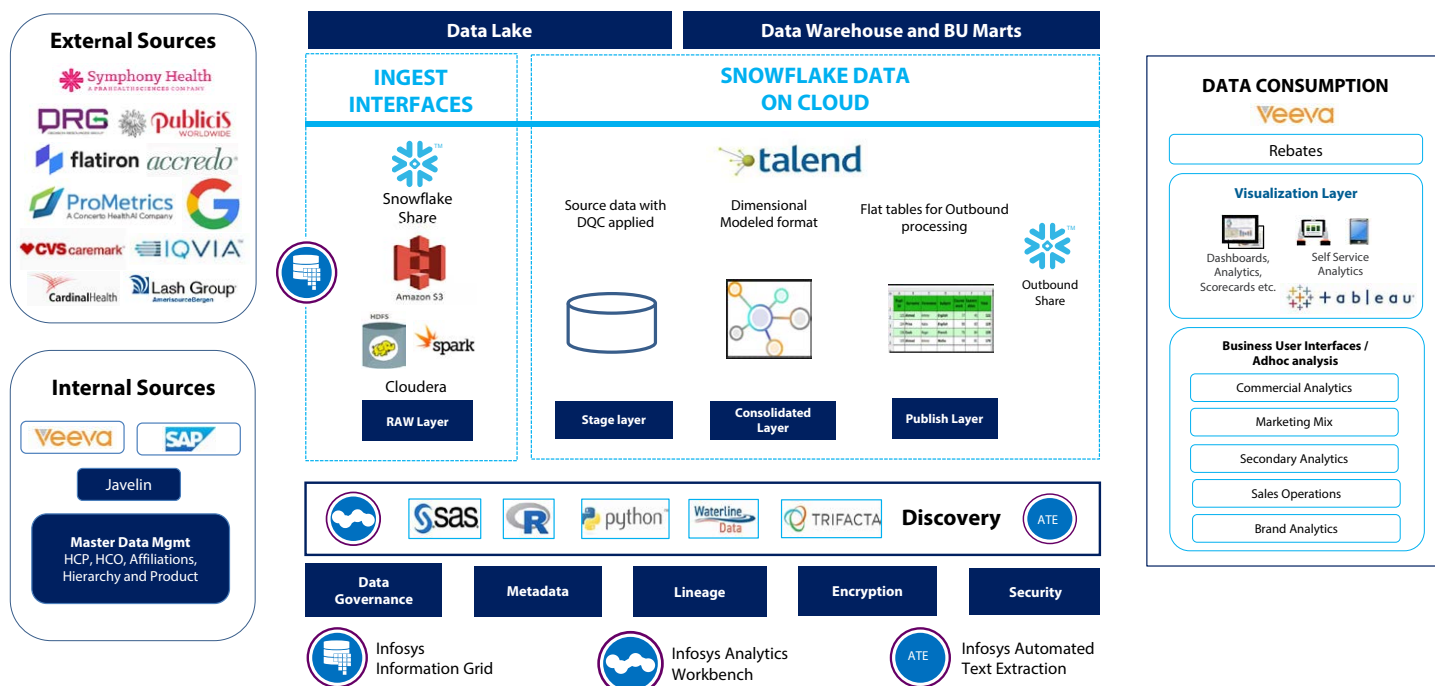
Infosys integrated machine learning by querying data in Snowflake and feeding it into tools written in Python and R. The team trained a model based upon a patient data set with a certain confidence level, then applied that model to a larger database to see if other patients fell under

- Near-zero maintenance data platform-as-a-service
- Instant and nearly infinite scalability
- Separation of storage and compute to simplify workload

the same categorizations.

Infosys was able to deliver real-time alerts to sales representatives via Tableau. The solution leveraged Snowflake's support for semi-structured data, and built a reusable and scalable framework storing JSON objects in variant data types. The alerts informed sales representatives about important events, such as when physicians change prescriptions to a competitor's drug.

## Target Solution Architecture







### Below business benefits were achieved by our client:

Increased sales by 13.5% for oncology drug



Reduced data onboarding time by 30%



Market share increased by 10%



Infosys Cobalt is a set of services, solutions and platforms for enterprises to accelerate their cloud journey. It offers over 14,000 cloud assets, over 200 industry cloud solution blueprints and a thriving community of cloud business and technology practitioners to drive increased business value. With Infosys Cobalt, regulatory and security compliance, along with technical and financial governance comes baked into every solution delivered.

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

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