

Going Beyond Just iPads – Global iPad Implementation



Top 10 bio-pharmaceutical client was looking to develop as well as integrate the creative, digital and content production for their global iPad deployment engagement.

CLIENT CHALLENGES

- Examine potential approaches in delivering a cost effective alternative for asset production and development while sustaining the quality of assets and deliverables
- Demonstrate savings of \$100M in 3 years

SOLUTION

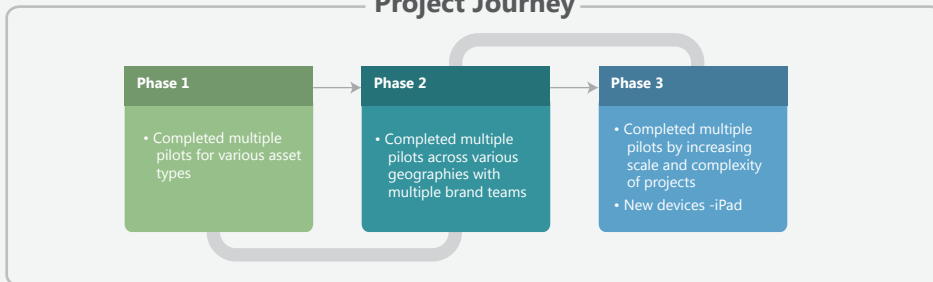
A global sales and service platform was enabled to replace existing client systems in order to:

- Allow simplicity in workflows
 - Gain agility
 - Cross-channel integration
- Assets were re-used to maximize efficiency
- Asset creation and updates consisted of:

- New build of digital and content assets
- Localization of pre-existing assets for LOCs
- Internal Knowledge Management (KM) workstream set-up specifically for client engagement
- Engagement resulted in:
 - Reduced cycle times
 - Reduced training time of new hires
 - Cost savings of ~70%

Performance	Value beyond cost
40+ countries	Roadmap developed and executed for alignment across markets and allow change management
18 languages	Medical scale driving higher value
4,000 volumes annually	Partnered to implement low cost models for copy / edit and for medical proofing
70% Savings	Optimized AOR model for mature / low budget brands

Project Journey



Sample Asset Conversion and Development



KEY OUTCOMES

- Engagement spanned 40+ countries in 18 languages
- Indegene deployed a robust Center of Excellence (CoE) that centralized digital, creative production and interactive development workstreams
- ~70% Cost savings resulting from:
 - Hybrid onsite and offshore model
 - Gains from process efficiency
 - Optimized AOR model for mature and low budget brands
- Consolidated localization for increased value and speed to brand team

TALK TO US



Everyone has unique challenges. If you'd like to discuss how we can help address your needs, contact us:

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