

# A Global Pharmaceutical Company

Easily gather and logically organize critical product data

## BUSINESS PROFILE

### Industry

Pharmaceuticals

### Geographics

Operations in US and France with direct presence in over 20 countries

### Business Initiatives

Product Marketing and Education  
New Product Development and Innovations

### Inmagic Solution

Inmagic *Presto*

## Benefits

- Improve accuracy and timeliness of information access
- Expand scientific understanding within the healthcare community
- Reap cost savings from improved organizational productivity
- Reduce IT costs & dependency
- Improve collaboration and streamline the R&D process
- Foster innovation

This Inmagic customer is one of the top ten biopharmaceutical companies in the world. With a strong commitment to improving health and enhancing the quality of the lives of patients, the company has developed a diverse portfolio of over 35 products delivering innovative treatments. Utilizing two R&D paths, the company maintains ongoing research and development to improve existing products while exploring and experimenting to discover new remedies for central nervous system disorders, pain, and cancer.

## Challenges

As a highly decentralized organization, with geographically dispersed offices, laboratories and plants, the company was presented with the enormous challenge of effectively managing its large volume of critical research and product data. Much of their research and product data was housed in data silos whose segregation impeded the access and sharing of information. Leveraging its vast, dispersed collection of R&D data to foster innovation is key to the company's success. Because R&D is one of the company's largest operating expenses, any efficiency gained in the R&D process would directly contribute to corporate profitability. With the existing data management system, researchers were limited in their ability to effectively access and share research and development data across geographies, presenting obstacles to innovation and leading to cost duplication.

By pro-actively educating the medical community on products and health issues, the company markets its products and strives to foster collaboration within the community. The product data used in marketing to the healthcare community is contained in a variety of sources including published articles and regulatory documents, stored at company sites around the world. The varied formats and dispersed storage resulted in a very cumbersome, heavily IT-dependent process of compiling the information and communicating it to the community.

“The efficiencies the company is experiencing in maintaining and sharing its medical information with Presto, and the cost savings which this more efficient solution has produced, are just the beginning of what the Presto solution can provide.”

## Solution

**When this company recognized the need to improve its communication of product information, it searched for a solution that would efficiently manage and provide access to various materials. The company selected Inmagic Presto to enable it to easily gather and logically organize its data assets into a single consolidated view for quick and immediate access by approved users via a web browser.**

### Extending the Reach

Maintaining a vast library of product and health information, originating in varied formats and stored in multiple locations throughout the organization, posed a large challenge to the members of the internal medical information group. Their job of making the right information available to thousands of healthcare professionals required immediate access to product resources. *Presto* provided the solution by gathering the data, in all its different formats, from its dispersed locations, and organizing it logically for quick access using an easy, powerful, web-based interface. As the company's primary point of contact for product information, the *Presto* solution extended the use of valuable medical materials, leading to more efficient product promotion, improved organizational productivity and, ultimately, optimal patient health management.

### Leveraging Knowledge Throughout the Organization

While the company continues to benefit from its efficient knowledge management solution, it is exploring the advantages of *Presto's* built-in social capabilities to prioritize these valuable information assets. With the use of blogs, ratings, or tag clouds, the company can provide secure two-way information sharing and data rankings which can lead to further enhancements in the marketing and research processes and the creation of a true social knowledge network. The efficiencies the company is experiencing in maintaining and sharing its medical information with *Presto*, and the cost savings which this more efficient solution has produced, are just the beginning of what the *Presto* solution can provide. Further applications of *Presto* in the pharmaceutical industry include its use as an enhancement to the research and development process. Using *Presto*, scientists and

researchers share data, findings, opinions, and expertise to collaborate and streamline the research and development process. The *Presto* solution, leveraging information and knowledge within pharmaceutical companies, fosters innovative approaches to improving technologies, processes, services and patient care. *Presto* is a key component in many research-driven organizations who strive to foster collaboration and innovation.

**INMAGIC**® Enabling Social Intelligence

#### For more information on Inmagic® Presto:

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