Executive Overview Life Sciences	Executive Summary	SAP Solutions	SAP Innovations	References	Contact Us

Improving Outcomes and Enabling Innovation



Executive SAP Solutions SAP Innovations References Contact Us
Summary

Improving Outcomes and Enabling Innovation

Market Situation

Growth Through Innovation

Business Priorities

SAP Innovations

Life sciences companies are in a complex market where healthcare costs have risen rapidly while reimbursements and margins have fallen to new lows. New genomic and large-molecule innovations are transforming therapies and improving patient outcomes. Targeted treatments for individuals with similar genetic markers continue to advance quickly. New collaboration models across partners, providers, and patients reinforce this trend.

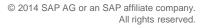
The dramatic changes in the market have created many challenges: healthcare reforms, lower reimbursements, increasing regulatory requirements, and global competition lead to margin erosion. With growing globalization, value chains become more complex and volatile, increasing the need for flexibility and speed in manufacturing. To stay on top of the game, life sciences companies need to optimize their processes and achieve new efficiency levels, save cost, and go to market more quickly.

At the same time, new opportunities have emerged as advances in personalized medicine evolve. New collaboration models across outsourcing partners, healthcare providers, and patients help to put a strong focus on patient outcomes and bring to market new offerings. These trends open up new ways to differentiate in the market and to retain and nurture existing relationships with business-to-business (B2B) customers as well as patients.

Life science companies need to not only innovate their products and services but also leverage new technologies, business models, and partnerships to drive incremental value across the organization.







Improving Outcomes and Enabling Innovation

Market Situation

Growth Through Innovation

Business Priorities

SAP Innovations

Grow in times of changing patient and market needs by:

Innovating Products, Processes, and Services

In times of increased global competition, life sciences companies need to differentiate their brands. Stand out and impact patient outcomes positively by improving product efficacy, operational excellence, and customer service.

Raising Effectiveness of Collaborative Models

Companies that want to develop better innovations need to factor in more know-how than they could gain on their own. Leverage strategic partnerships for research, clinical, manufacturing, or physician interactions to reduce time to market, cost, and organizational inefficiencies while improving experiences of customers and influencers.

Securing Supply Chain Integrity

Global supply chains are becoming more complex while serialization regulations are growing. Help ensure product efficacy while staying compliant and maintaining accurate and timely delivery with verifiable pedigrees. Improve working capital through integrated supply chain management processes and optimized sales and operations planning.

Best-Run Life Sciences



SAP solutions help organizations address patient and market needs by optimizing the entire value chain including development, sourcing, manufacturing, supply chain management, marketing, and sales.



Executive Summary

SAP Solutions

SAP Innovations

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Priorities for Best-Run Companies

Growth Through Innovation

Business Priorities

SAP Innovations

Market Situation

Best-run life sciences companies must leverage their collective knowledge to improve products, processes, and partnerships. As companies become more innovative in their ability to develop, manufacture, distribute, and recommend therapies, and to interact in a targeted and consistent way with multiple target groups, the greater the impact their medicines, devices, and solutions will have on patients globally.

- Collaborative R & D
- Strategic Sourcing and Procurement
- Demand-Driven Supply Networks
- Compliant Manufacturing
- Multichannel Sales, Marketing, and Service

- Human Resources
- Finance
- Information Technology
- Technology and Platform



Understanding the value drivers for each of these priorities is key to executing as a best-run life sciences company and meeting the promise of improved global health.





Executive SAP Solutions SAP Innovations References Contact Us
Summary

SAP Innovations

Market Situation

Growth Through Innovation

Business Priorities

SAP Innovations

Emerging technologies help fuel rapid change in the life sciences industry. In-memory technologies help to analyze Big Data – from genomic and proteomic sequencing to real-time analysis of operations and markets. Mobile solutions speed up processes and enhance patient-centric services by enabling people to work anytime, anywhere. Cloud solutions simplify collaboration with suppliers and interactions with customers.

A myriad of new data sources, from genomics to clinical data, emerge daily. Analytics for managing Big Data on the SAP HANA platform can make that data, as well as insights into manufacturing and finance, actionable in real time.

As globalization continues, cloud solutions help with rapid on-boarding of staff, collaboration with contract organizations, and integration of corporate functions across multiple locations.

Patients and caregivers look to the Web to better understand ailments and treatments. Companies can capture patient sentiment and brand perception from social media outlets and respond consistently across channels and in ways that are traceable throughout the service lifecycle.

As mobile devices proliferate, companies can use secure apps to improve operations, create products that will differentiate offerings, and help patients manage their conditions.

Whether companies are working in the cloud, on premise, on mobile devices, or with increasing data assets, SAP can help them run better.







Executive SAP Solutions SAP Innovations References Contact Us Summary

Life Sciences Value Map

SAP Solutions SAP solutions improve outcomes and enable innovation.

Collaborative R & D

Sourcing and Procurement

Supply Networks

Compliant Manufacturing

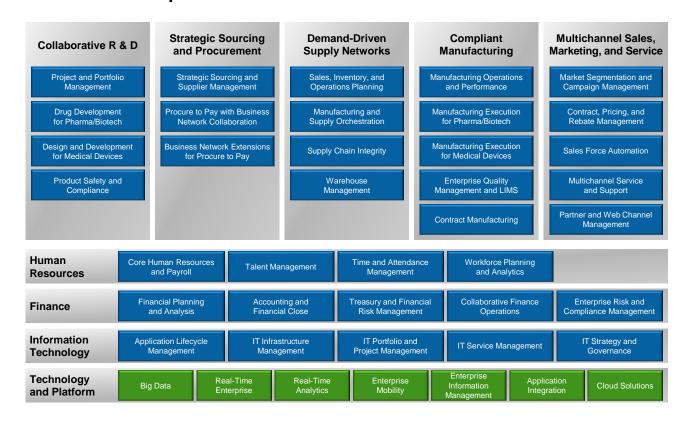
Sales, Marketing, Service

Human Resources

Finance

Information Technology

Technology and Platform







Collaborative R & D

SAP Solutions

Collaborative R & D

Priorities

SAP Solutions

Collaboration with research organizations, academic institutions, and strategic partners is key for improving the rate of life sciences innovation, increasing productivity, reducing costs, and accelerating time to market. Best-run companies streamline R & D projects and achieve compliance efficiently.



Today, life sciences companies must discover ways to make fact-based decisions across different projects. To do this efficiently, they must collaborate with outsourcing partners that provide specialized services.

Align processes from basic research through regulatory approval. Be the first to market with new products that address unmet medical needs. Gain an effective competitive advantage in managing research portfolios and integrated product development. Such management enables companies to target products that have the greatest demand.

Companies must develop and produce drugs and diagnostic devices with a transparent manufacturing enterprise that complies with industry regulations. They have to ensure product efficacy and patient safety on a global basis. Processes that are standardized worldwide can result in high product quality, exceptional product efficacy, and compliance with all global regulatory requirements. Realizing smooth collaboration and streamlined, forward-looking R & D processes is essential to achieving competitive advantage.





Executive Summarv

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SAP Innovations

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Collaborative R & D

SAP Solutions

Collaborative R & D

Priorities

SAP Solutions

Accelerate the development of innovative drugs, devices, and services.

Gain visibility into R & D spending, drive efficient collaboration among researchers, and maximize development productivity while achieving compliance efficiently. All this leads to better innovations and optimized product portfolios.

Project and Portfolio Management

Achieve real-time transparency across the R & D organization to better manage risks, activities, budgets, and costs, and help ensure success or "fail early" scenarios.

Drug Development for Pharma/Biotech

Integrate R & D locations, collaborate across functions and partners, streamline the technology transfer process, and develop drugs that comply with global regulations.

Design and Development for **Medical Devices**

Streamline processes involved in developing medical devices and equipment, accelerate time to market, eliminate redundant tasks, enable real-time customer and partner design collaboration, and detect risks early in processes.

Product Safety and Compliance

Meet increasingly stricter global regulations, generate accurate drug and device labels, streamline production processes, reduce development costs, and prevent recalls.

Benefits

- Increase visibility into R & D spending
- Optimize process efficiency with collaboration
- Improve regulatory compliance





Strategic Sourcing and Procurement

SAP Solutions

Sourcing and Procurement

Priorities

SAP Solutions

56%

Higher average annual savings on services for life sciences companies that use an integrated platform for direct, indirect, and services procurement

Source: SAP Performance Benchmarking

In times of lower reimbursements, life sciences companies need to focus on sourcing and procurement strategies to maintain margins. Companies that leverage global buying power can reduce costs and incorporate strategies for approved vendor lists, which are critical for direct material suppliers.



Procurement leaders set a baseline for success by implementing best practices, excelling in category expertise, and working with key stakeholders on cost control programs.

While savings are always a priority, new objectives have emerged. Procurement must support supplier on-boarding, supplier performance management, and a variety of models across clinical and commercial operations.

Organizations need solutions to cut costs, add value, and support complex processes, such as rigorous spend analysis, strategic sourcing, global contract management, operational procurement, and AVL management as well as supplier risk and performance management.

Best-in-class companies are able to optimize processes for strategic sourcing, procurement, and supplier collaboration. They redefine new collaborations that can include a variety of metrics, data, designs, and other forms that can transform collaborative interaction and enable tremendous innovation.

These tools, when connected to and facilitated by an unparalleled collaborative business network, drive real-time insight and efficiency that can be delivered only through the "power of many."





Executive Summary **SAP Solutions**

SAP Innovations

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Strategic Sourcing and Procurement

SAP Solutions

Sourcing and Procurement

Priorities

SAP Solutions

5.3%

Higher controlled direct spend managed strategically for life sciences companies that review their supply base on a regular basis against key performance indicators

Source: SAP Performance Benchmarking

Maintain margins and reduce supply risk.

Discover, on-board, and manage suppliers intelligently. Help ensure best practices within a source-to-pay process in the cloud, while leveraging the "power of many" through network collaboration to realize greater efficiency and gain real-time insights.

Strategic Sourcing and Supplier Management

Find new suppliers including contract organizations through the Ariba Network and on-board and manage these suppliers. Identify and act on sourcing opportunities, improve performance, and create favorable, low-risk contracts.

Procure to Pay with **Business Network** Collaboration

Realize savings with compliant, user-friendly, self-service procurement; services procurement; and plan-driven procurement. Collaborating on the Ariba Network makes catalog management, purchase order collaboration, and invoice-related transactions even more efficient.

Business Network Extensions for Procure to Pay

Leverage the Ariba Network further to drive advanced invoice automation and exception management. Manage cash by taking advantage of dynamic discounting opportunities.

Benefits

- Optimize spend under management
- Increase average annual savings
- Cut FTE per billion in spend

- Drive innovation with suppliers
- Reduce cost and risk
- Accelerate turnaround





Demand-Driven Supply Networks

SAP Solutions

Supply Networks

Priorities

SAP Solutions

6.3%

Higher inventory accuracy for life sciences companies that have real-time, enterprisewide visibility to inventory

Source: SAP Performance Benchmarking

Life sciences companies need to manage complex global supply chains, meet demand for lifesaving drugs, and comply with regional labeling, reporting, and tax requirements. At the same time, organizations must ensure the safety and security of drugs and devices as they move across the value chain.



The need to manage global supply chains and meet demand for drugs and medical devices can lead to higher stocks for these high-value products with limited durability. As margins are decreasing, maximizing inventory performance is vital. Furthermore, contract operations require greater flexibility and tighter collaboration to ensure efficient and faster processes.

Countries around the world continue to introduce legislation to protect their consumers from counterfeit products. This increases the complexity and requires region- and country-specific processes to address local initiatives that deal with serialization.

A common software platform capable of supplier coordination and real-time tracking of inventories, shipments, and receipts can support supply chain integration processes, inventory management, and working capital optimization. A single-platform approach also enables companies to achieve complete visibility and traceability of drugs and medical devices throughout the global supply chain.





collaboration.

Executive SAP Solutions Summary

SAP Innovations

References

Contact Us

SAP Solutions

Supply Networks

Priorities

SAP Solutions

17%

Higher on-time delivery performance for life sciences companies where safetystock calculations are dynamic and performed frequently

Source: SAP Performance Benchmarking

Demand-Driven Supply Networks

Align demand and supply plans across business functions.

Plan, execute, and deliver high-quality products. Help ensure consumer safety by tracking development processes from the chemical plants to product launch.

Sales, Inventory, and Operations Planning

Analyze complex data in real time and quickly run simulations and edits during sales and operations planning. Determine inventory targets and optimize inventory planning, dynamically linking inventory with customer service goals.

Manufacturing and Supply Orchestration

Orchestrate supply chain activities from planning to order fulfillment in a predictable and flexible fashion.

Supply Chain Integrity

Provide complete supply network traceability and visibility into product creation and the movement of goods and assets.

Warehouse Management Gain control over warehouse efficiency, transform operations into an adaptive fulfillment supply chain that can share its resources, and respond more quickly to challenges and changes in supply and demand.

Benefits

- Enable safe, responsive supply networks
- Improve inventory management and profits
- Minimize financial and brand risk

- Standardize collaboration and payment processes
- · Gain full support for strategic sourcing





Compliant Manufacturing

SAP Solutions

Compliant Manufacturing

Priorities

SAP Solutions

9%

Of companies are fully aware of all regulations applicable to their operations and processes

Source: SAP Performance Benchmarking

To meet global regulations, life sciences companies need to integrate compliance, quality, and operations into a single view. Training and certification, plant maintenance, quality management, and supplier on-boarding are main areas that require validated approaches to ensure product quality and patient safety.



Life sciences manufacturers face unprecedented pressures. They must comply with industry regulations to ensure product efficacy while maintaining the lowest cost of compliance. The increasingly competitive market requires that life sciences companies maintain the highest quality possible to avoid product shortages or recalls that could result in lost sales and damaged brand.

Furthermore, contract manufacturing may outsource the process but not the accountability. Therefore, life sciences companies must maintain appropriate quality standards regardless of who is manufacturing the products.

Best-run life sciences manufacturers align and integrate compliance, quality, and operations into a single, integrated operational view. These "top floor" and "shop floor" perspectives enable real-time analytics in all aspects of operations and help ensure compliance with global regulations. It also enables the flexibility to leverage operational partners for manufacturing, logistics, or transportation, which can lead to higher levels of efficiency and responsiveness.

This approach can result in a consistent balance of product quality and low cost in support of patient safety.





Executive SAP Solutions SAP Innovations References Summary

Compliant Manufacturing

SAP Solutions

Compliant Manufacturing

Priorities

SAP Solutions

33%

Of companies do not have defined and documented compliance and sustainability requirements for evaluation at various stages of product development

Source: SAP Performance Benchmarking

Achieve operational excellence through compliant manufacturing.

Orchestrate internal and outsourced manufacturing and meet patient demand at the lowest cost of compliance.

Manufacturing Operations and Performance

Optimally manage cross-plant performance through real-time visibility into operations, robust analysis capabilities, and 3D visualization to improve communication and prevent failures.

Manufacturing Execution for Pharma/Biotech

Drive demand planning and forecasting to improve accuracy, optimize production, raise resource and inventory utilization, and boost customer service.

Manufacturing Execution for Medical Devices

Manufacture efficiently by streamlining processes from design to delivery and by leveraging machine-to-machine communication.

Enterprise Quality Management and LIMS Drive down operating costs, reduce rejects, and meet quality specifications by complying with manufacturing regulations, using closed-loop quality management, and improving processes. Capture and evaluate laboratory measurements.

Contract Manufacturing

Secure delivery commitments, customer satisfaction, and high quality by streamlining supply networks, keeping information readily available, and resolving issues quickly.

Benefits

- Increase manufacturing profitability
- Reduce total manufacturing costs
- Help ensure quality and compliance

- Consistently meet customer demands
- Reduce plant-to-production time
- Increase asset utilization





Contact Us

Multichannel Sales, Marketing, and Service

SAP Solutions

Sales, Marketing, Service

Priorities

SAP Solutions

15%

Lower cost per interaction for organizations that leverage multichannel communication to optimize customer contact across industries

Source: SAP Performance Benchmarking

Life sciences companies must rethink how to reach their patients. Leveraging traditional business channels as well as online channels and social media in a consistent and targeted way for business transactions can increase brand awareness and encourage loyalty from patients and B2B customers.



Mobile applications and devices are changing the way patients can interact with healthcare systems. Life science companies are recognizing the value and importance of these new technologies. By embracing them, companies can improve their interactions and provide improved outcomes for patients.

Today's real-time culture reacts to market changes faster than ever. In turn, life sciences companies must be equipped to respond quickly to inbound data and act on the insights to drive a patient-centric, responsive organization.

Successful life sciences companies also need to be prepared to reply quickly and accurately to inquiries submitted by patients, caregivers, or physicians from various channels, such as telephone, the Internet, e-mails, and social media.

To increase the effectiveness of their sales and communications, life sciences companies should use the insights derived from interactions with their customers to refine market segmentation, identify new opportunities, and develop more attractive and tailored agreements.





Executive Summary

SAP Solutions

SAP Innovations

References

Contact Us

Multichannel Sales, Marketing, and Service

SAP Solutions

Sales, Marketing, Service

Priorities

SAP Solutions

7%

Higher customer satisfaction where customer profiles, transaction/interaction history, and preferences are available during each customer interaction

Source: SAP Performance Benchmarking

Gain a complete picture of customers anytime, anywhere, for better retention.

Targeted go-to-market strategies require a deep understanding of patients. Customer assessment, attraction, and loyalty depend on an innovative use of digital tools and social media. Benefit from robust analysis and consistent customer interactions to extend sales channels.

Market Segmentation and Campaign Management

Discover, accurately target, and segment audiences. Quickly identify and seize new market opportunities.

Contract, Pricing, and Rebate Management

Develop high-impact agreements while enabling a variety of incentives to increase sales across channels and classes of trade.

Sales Force Automation

Enable sales people to work in teams to harness collective intelligence, best practices, and new insights. Connect customers to the right content, insights, and subject matter experts.

Multichannel Service and Support

Exceed expectations of clinics, patients, and other customers and maximize their loyalty by boosting the productivity of medical-device technicians. Help service personnel complete jobs faster by using mobile apps and 3D visualization.

Partner and Web Channel Management

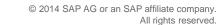
Manage and sustain productive partnerships by connecting channel partners with the processes and information they need to help ensure customer satisfaction.

Benefits

- Gain complete understanding of customers
- Engage customers on social channels
- Improve sales force effectiveness

- Provide critical insight for campaigns
- Improve sales decisions with timely data





Introducing new products, services, and processes in life sciences calls for specific know-how and competitive

talent. Best-run life sciences companies need to hire and retain highly trained workers with the skills to innovate,

improve global health, and compete on a worldwide scale.

Human Resources

SAP Solutions

Human Resources

Priorities

SAP Solutions

Building a powerful, highly skilled workforce gives life sciences organizations a unique competitive advantage in the marketplace. Companies must attract and foster talent with the technological know-how to facilitate innovative organizational growth and change. Localizing recruitment and training practices to each unique market is critical to tapping the best, most appropriate talent pool in a given

To appeal to the new generation of employees, companies need to provide tools that facilitate

locale. Company mergers and acquisitions

provide additional opportunities to scout and

mobile workflow, social networking, and collaboration – and all with a high degree of usability.

Companies can increase the business impact of HR by enabling HR to recruit and support best talents, measure productivity in real time against industry benchmarks, and understand the root cause of voluntary turnover.

Life sciences companies must also manage training and certifications in compliance with local regulations to ensure appropriate use of resources. To do this – and optimize their workforce – they must customize their training programs to the strengths and unique characteristics of the regional marketplace.

32%

Less employee turnover when companies use data analysis to design, implement, and monitor workforce optimization strategies

Source: SAP Performance Benchmarking



retain talent.



Executive SAP Solutions SAP Innovations References Contact Us Summary

Human Resources

SAP Solutions

Human Resources

Priorities

SAP Solutions

11%

Lower HR technology costs for organizations that have fewer HR applications in addition to ERP (in house and outsourced)

Source: SAP Performance Benchmarking

Maximize the global workforce and build a productive talent pool.

Improve the delivery of HR services to inspire company growth and sustainability. Pair integrative global capabilities with real-time support for mobile devices to drive up value, increase employee and customer satisfaction, and enhance business performance.

Core Human Resources and Payroll

Consolidate HR and payroll processes on a common global software platform for better workforce data and for legal compliance.

Talent Management

Improve strategic alignment, increase productivity, and accelerate results by identifying, developing, motivating, and retaining talent.

Time and Attendance Management

Streamline time management processes to enhance resource effectiveness. Improve visibility and control over labor costs.

Workforce Planning and Analytics

Identify and analyze talent gaps. Streamline workforce planning for efficient and effective management of workforce demand and supply.

Benefits

- Align people to business strategies
- Help ensure compliant training and certification
- Increase expansion into global markets
- Improve productivity and engagement
- Gain real-time insight into business





Finance

SAP Solutions

Finance

Priorities

SAP Solutions

38%

Fewer days to close quarterly books in life sciences organizations where the current general ledger accounting system can handle multiple accounting standards

Source: SAP Performance Benchmarking

CFOs in life sciences companies need to govern M&As, manage financial implications when expanding into emerging markets, and respond quickly to volatile markets. To realize this, they need strategic insights in real time to create robust analyses and sound reports that comply with all regulations.



Facing increased competition and needing to optimize portfolios of drugs, devices, and services through M&As and divestments as well as to expand into emerging markets, financial organizations in life sciences companies are struggling to achieve excellence.

They encounter challenges such as market instability, changing regulations, and high margin pressure. The speed of financial operations is accelerating, requiring immediate access to insights anywhere and anytime.

CFOs must cut costs and provide insight into the financial impact of decisions. To achieve their goals, they must rely on best practices. With the right software solutions, finance organizations can excel and become a strategic advisor to the entire business. They can help ensure regulatory compliance and effective risk management, outperform financial objectives, create sustainable value, and deliver superior service at reduced cost.

Managers can also use software to streamline budgeting processes and capture growth opportunities. Cross-functional insight enables CFOs to predict variances in key performance indicators and create business flows to achieve goals.

The result is increased profits and tactical alignment with the company's vision.





Executive **SAP Solutions SAP Innovations** References Contact Us Summarv

Finance

SAP Solutions

Finance

Priorities

SAP Solutions

47%

Lower costs in life sciences organizations where the financial system can support internal as well as external accounting requirements

Source: SAP Performance Benchmarking

Excel with best practices that facilitate 360-degree processes.

In times of high competition, volatile markets, increasingly complex regulatory requirements, and growing pressure on margins, financial organizations in life sciences companies must enable staff to collaborate more efficiently and use business insight more effectively.

Financial Planning and Define and execute organizational strategies, manage financial plans and forecasts, and increase profitability. Analysis Deliver a fast, accurate, compliant close and regulatory disclosures with less cost Accounting and Financial Close and effort. Treasury and Financial Risk Achieve greater insight and control over complex processes for managing cash, Management liquidity, and risk.

Automate transactional processes to improve efficiency, effectiveness, collaboration, Collaborative Finance **Operations** and service at lower cost.

Enterprise Risk and **Compliance Management** Protect revenue and optimize financial performance with risk and compliance management.

Benefits

- Help ensure compliance and effective risk management
- Outperform objectives; create sustainable value
- Enhance efficiency at reduced cost
- Maintain optimized, compliant tax strategies







Information Technology

SAP Solutions

Information Technology

Priorities

SAP Solutions

18%

Higher number of IT projects where the company has a strategy to maximize the value of integration across vendors

Source: SAP Performance Benchmarking

CIOs in life sciences face high expectations when supporting business. They need to help analyze Big Data such as genomic or patient population information. They must not only facilitate clinical trials but also support collaboration across networks, integrate systems of acquired companies, and overcome data silos.



Innovation development, operational excellence, and new collaboration models with healthcare providers, payers, physicians, and patients are key to staying competitive in life sciences. IT departments need to support these with the latest technologies, including in-memory, cloud, and mobile solutions.

Research shows that lines of business want to ascertain the value of their IT investments. This means that IT organizations are no longer the sole decision makers about which IT projects to fund.

IT management is often seen as just running the technical landscape. IT needs to reposition itself and become more relevant. SAP offers an integrated portfolio of solutions to enable IT to do just that. New technologies like mobile, in-memory, and cloud computing help generate value to a business in an unprecedented way.

However, these new technologies also make IT landscapes more complex, requiring more tools to manage them. By leveraging SAP solutions – and by following best practices – CIOs, CEOs, other executives, management, and employees can tap into and help ensure efficiency, continuity, and responsiveness, making IT more strategic to the business.





Executive **SAP Solutions SAP Innovations** References Contact Us Summary

Information Technology

Evaluate and control risk, ensure flexibility and scale, control and optimize costs, and maximize strategic value.

Help ensure business continuity, drive efficiency, and increase IT responsiveness to business objectives - with IT solutions designed for businesses of any size.

Application Lifecycle Management

Use application lifecycle management (ALM) best practices based on the Information Technology Infrastructure Library (ITIL).

IT Infrastructure Management

Monitor all network assets to integrate infrastructure with the application lifecycle.

IT Portfolio and Project Management

Align IT portfolio to collaborative goals and manage projects to drive innovation efficiently.

IT Service Management Align service-desk operations with service-level agreements (SLAs). Resolve SLA incidents quickly. Adopt ITIL best practices to meet business goals.

IT Strategy and Governance

Track IT costs and risks. Map risk and compliance activities to business impact.

66%

SAP Solutions

Priorities

SAP Solutions

Information Technology

Lower unplanned downtime when regular IT and business planning meetings are conducted, with a joint planning methodology in place

Source: SAP Performance Benchmarking

Benefits

- Better align IT to business strategy
- Shorten IT delivery and business cycles
- Lower IT budget-to-profit ratio

- Reduce system upgrade and operation costs
- Lower cost of risk mitigation/revenue loss
- Decrease downtime of critical systems





Technology and Platform

SAP Solutions

Technology and Platform

Priorities

SAP Solutions

Technology solutions can make a difference in competition – regardless of whether they enable faster genomic analysis or more tailored and quicker customer interactions. To drive transformation, companies need to quickly adopt the latest technology. This helps them run better and faster, and be more agile.



Companies rely on collective insights from realtime analytics for better development of drugs, devices, and services; achievement of operational excellence; and improved interactions with contract organizations, B2B customers, and patients. Access to applications from the latest mobile devices improves speed and flexibility, while solution integration with platforms enables cross-stakeholder collaboration.

At the same time, data volumes and time pressure are growing quickly. Users must be empowered with real-time data available securely on any device. And developers need a platform for faster innovation.

SAP enables the real-time enterprise with an innovative data platform to power a new class of real-time analytics and applications that give businesses a true competitive advantage. Life sciences companies can harness the value of Big Data while improving governance with timely, trusted, and consistent information.

SAP provides a comprehensive set of cloud solutions, including line-of-business applications as well as social and business network collaboration. SAP HANA Cloud Platform enables customers to build new apps or extend and customize existing ones with managed and subscription-based services.





Executive SAP Solutions SAP Innovations References Contact Us Summary

Technology and Platform

SAP Solutions

Technology and Platform

Priorities

SAP Solutions

Drive transformation and help the business thrive with technology.

Technology and platform solutions from SAP enable the real-time enterprise by unleashing the power of collective insights, empowering developers to innovate, and unwiring the business.

Achieve tangible results on every business priority by accelerating how users acquire, analyze, act on, and apply insights continuously.

Power a new class of real-time analytics and applications with an innovative data platform to give businesses a true competitive advantage.

Real-Time Analytics

Unleash collective insight through enterprise business intelligence, agile visualizations, and advanced analytics on any device and platform.

Enterprise Mobility

Deliver a platform for mobile development and security to innovate employee and consumer apps for any mobile device.

Enterprise Information Maximize the business value of business data – both structured and unstructured – across the organization.

Application Integration Integration Integration delivery to maximize agility across people, processes, and systems – within and beyond the SAP software landscape.

Extend existing on-premise apps and infrastructure to enable new innovative business processes, gain greater insights, and unlock new business value.

Benefits

Cloud Solutions

- Enable real-time operations
- Lower time to value

- Turn data into an enterprise asset
- Innovate customer engagement







Executive **SAP Solutions** SAP Innovations References Contact Us Summary

SAP Innovations

SAP Innovations

Applications

The SAP HANA Platform

Mobile

Analytics

Cloud

Shifts in demographics, reimbursement models, and compliance requirements create challenges for life sciences companies. They succeed by harnessing technology to improve outcomes and build business networks that boost elasticity and efficiency and reduce compliance costs across business segments.



Life sciences companies need to be more nimble and responsive than ever. Globalization, externalization, compliance changes, and new business opportunities drive continual market evolution.

The rise of mobile devices and platforms enables new business models and processes. By driving development of apps to engage with patients and physicians, streamlining plant maintenance methodologies, and providing context-aware business analytics to executives, mobile technology is changing the complexion of the enterprise.

Applications based on cloud computing foster new approaches to globalization, bringing partners and subsidiaries online more smoothly. SAP supports the creation and implementation of internal and external networks through such platforms as the Ariba Network.

Personalized medicine and outcomes-based reimbursement create a massive new asset. To realize value from Big Data requires near-real-time analysis.

SAP recognizes these new opportunities and has made it a priority to invest in technologies that support appropriate new strategies across the life sciences business.





Executive Summary

SAP Solutions

SAP Innovations References

Contact Us

SAP Business Suite powered by SAP HANA

SAP Innovations

Applications

The SAP HANA Platform

Mobile

Analytics

Cloud

SAP Business Suite powered by SAP HANA enables life sciences companies to be first to market with products that patients and caregivers want, to maximize brand and promotion investments, and to balance supply to meet demand at optimal cost.



Collaborative R & D

Instantly analyze varied and voluminous data assets to identify innovation opportunities and deliver those innovations to the market faster than the competition.

Monitor up-to-the-minute patient and caregiver responses to your products to help ensure patient adherence and safety and engage more closely with customers.

Demand-Driven Supply Networks

Align cross-functional forecasts for fast response to fluctuations in demand.

Monitor actual demand in real time to assess inventory and maintain availability. Quickly model various scenarios to help ensure availability and maximize service levels.

Multichannel Sales, Marketing, and Service

Differentiate products by allowing real-time response and feedback from patients. Respond to complaints instantly for prompt issue resolution.

Develop and maintain relationships with healthcare providers and patients holistically to improve patient outcomes.





The SAP HANA Platform

SAP Innovations

Applications

The SAP HANA Platform

Mobile

Analytics

Cloud

40%

Greater ability to use Big Data to gain insights with wellestablished analytics and a data-modeling center of excellence

Source: SAP Performance Benchmarking

Life sciences companies must consolidate and analyze huge data volumes from multinational supply chains, business units, and plants. With increasing regulatory requirements, rapidly changing customer demands, and personalized medicine, gaining real-time insight into your Big Data is crucial.



In-memory solutions from SAP, powered by the SAP HANA platform, can help employees make intelligent decisions at every level and across every business process. By speeding up analysis of Big Data - requiring only seconds as opposed to days - companies can complete order fulfillment faster and cheaper or optimize supply chain operations in real time.

By rapidly processing the huge volumes of data stored in plant-floor and maintenance systems. SAP in-memory computing software can help enhance the safety, availability, and performance of manufacturing operations.

Life sciences companies can intelligently automate the myriad of compliance and reporting requirements mandatory for every substance in every product and rapidly respond to the different compliance and reporting needs of new markets, regulations, and geographies.





Executive SAP Solutions SAP Innovations References Contact Us Summary

Mobile

SAP Innovations

Applications

The SAP HANA Platform

Mobile

Analytics

Cloud

Mobile innovations help enable connection and collaboration for manufacturers, marketing teams, and sales and service staff anywhere, anytime. All stakeholders need apps for real-time visibility into market dynamics and business intelligence to do their jobs quickly and cost-effectively.



Successful life sciences companies know that their assets are distributed, their people are mobile, and their physicians and patients are on the go. Drug and device manufacturers empower stakeholders with mobile solutions for their staff, partners, managers, and executives.

Mobile solutions virtualize business so that companies can connect with physicians and patients, collaborate with partners, manage production, and accelerate decision and change.

Mobile technology can transform the entire ecosystem by helping it respond to all healthcare issues faster, improving the quality of patients' lives, bringing new products more quickly to market, and encouraging new business.

Mobile apps for core business can help keep R & D laboratories innovating, plants running smoothly, and patients maintaining their health or recovering from ailments.





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Analytics

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Applications

The SAP HANA Platform

Mobile

Analytics

Cloud

98%

On-time delivery of drugs for best-run companies

Source: SAP Performance Benchmarking

Monitor, measure, and analyze key performance indicators across R & D, manufacturing and delivery, and sales and marketing. Integrate data from all these functions in an analytics solution that brings actionable information to decision makers in real time.



Demand-Driven Supply Networks

Once companies build a responsive supply network, they can sense demand accurately and manage inventory and order fulfillment functions more successfully. They can raise customer satisfaction and inventory turn levels and reduce inventory costs with real-time visibility into key performance indicators.

Multichannel Sales, Marketing, and Service

When life sciences companies engage with patients and providers, they gain visibility into customer behavior that helps them target and retain their best customers.

Resolve customer service issues quickly and efficiently while maximizing cross-sell and up-sell opportunities.

Finance

In times of decreasing margins and tough competition, correct and timely strategic decisions are critical to success. Benefit from real-time access to and analytics of financial data; analyze profits and cost; model scenarios for better planning, budgeting, and forecasting; and analyze performance measures and interrelationships of tasks to develop and translate strategy.





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Applications

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Mobile

Analytics

Cloud

75%

Of companies believe that cloud computing will amplify the effects of mobile solutions, Big Data, and analytics

Source: SAP Performance Benchmarking

The speed, user-friendliness, and flexibility offered by the cloud can improve performance in life sciences. Cloud solutions from SAP – whether offered in a public, private, or hybrid cloud - and SAP HANA Cloud Platform allow differentiation at the point of engagement, establishing nimble networks.



Strategic Sourcing and Procurement

The Ariba Network is a leading business commerce network, powering one of the world's largest Web-based trading communities with cloud-computing technology. Connect to clinics, contract organizations, and other suppliers from anywhere, at any time, using any application or device.

Demand-Driven Supply Networks

Deploy cloud-based sales and operations planning to collaborate across the network and win global alignment around the most profitable plans.

Multichannel Sales, Marketing, and Service

Companies can build a flexible sales organization, manage accounts, enable team collaboration, monitor sales results, segment customers, and consistently target segments using multiple channels.

Human Resources

Attract and retain highly skilled scientists and knowledge workers with the experience to drive innovation, analyze and plan recruiting needs, and benefit from flexible and extensible architecture to start anywhere, go everywhere.





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Best-Run Customers

Best-Run Customers

Dishman

Philips Respironics

Varian Medical Systems

Why SAP?

97% of the life sciences companies in Forbes Global 2000 are SAP customers.

All of the top 20 pharmaceutical companies use SAP solutions.

All biotech companies in the Forbes Global 2000 are SAP customers.

All medical devices companies in the Forbes Global 2000 are SAP customers.







































Executive SAP Solutions SAP Innovations References Contact Us Summary

Customer Co-Innovation

Best-Run Customers

Dishman

Philips Respironics

Varian Medical Systems

Why SAP?

SAP co-innovates with life sciences customers through a dedicated industry business unit and its Executive Council for Life Sciences. These organizations provide forums to communicate and prioritize needs, network, and share best practices.

Executive Council for Life Sciences

Customer-run committees set the agenda and present industry trends and requirements. The council forms workgroups to create deliverables for the industry as needed.

Co-Innovation Partners

Medtronic Inc. co-develops with SAP on the SAP HANA platform to improve complaint handling and analysis. SAP HANA meets future demand by leveraging Big Data in real time.





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Best-Run Customers

Dishman

Philips Respironics

Varian Medical Systems

Why SAP?

Dishman Pharmaceuticals and Chemicals Limited in India is part of a fast-growing group of companies.

To consolidate operations, standardize IT, and enhance its project management capabilities, it implemented an SAP Business All-in-One solution. Today, the firm can operate more efficiently, collaborate more effectively, and better serve its growing list of global customers.

Key Benefits

- Low total cost of ownership
- Improved planning, budgeting, and equipment maintenance
- Enhanced project tracking and control
- Accurate, real-time availability of production data
- · Improved collaboration and financial reporting

>15%

Faster response times for project issues

>20%

Increase in monitoring efficiency

20%
Faster maintenance

"SAP has helped us immensely in consolidating our Indian operations. Integrating processes has given us a competitive edge, improving our practices in molecular research and cutting IT costs."

Jay R. Vyas, Chairman and Managing Director, Dishman Pharmaceuticals and Chemicals Limited





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PHILIPS

RESPIRONICS

sense and simplicity

Best-Run Customers

Dishman

Philips Respironics

Varian Medical Systems

Why SAP?

In preparation for the launch of the Philips Medical Alert Service, aimed at helping senior citizens lead independent lives, Philips Respironics GK implemented the SAP CRM rapid-deployment solution to manage customer service from initial inquiries through invoicing and post-subscription support. The system was up and running in just three months, meeting global and local requirements.

Key Benefits

- Ability to manage customer information from initial inquiry through shipping and invoicing
- Higher customer satisfaction with quick and precise responses to medical alerts
- Demand forecasting based on customer registration and inventory data

3 months

Implementation time

3 days

Post-implementation user training

1 day

Minimum processing time from service application to shipment

"In a changing healthcare market, our IT department is playing an important role in promoting innovation. Thanks to SAP Japan, we got our new SAP CRM system up and running in just three months."

Shintaro Ozaki, Senior Manager of the New Home Healthcare Business, Philips Respironics GK







Best-Run Customers

Dishman

Philips Respironics

Varian Medical Systems

Why SAP?

Millions of people around the world battle cancer every day. Varian Medical Systems provides oncology professionals the equipment they need to offer treatment to as many patients as possible.

To serve the medical community better, Varian needed to arm its workforce with a cutting-edge technological innovation. With SAP Mobile Platform. Varian is developing mobile apps that make its workforce more efficient and effective.

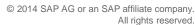
Key Benefits

- US\$560,000 annual savings attributed to the field service app by eliminating 16,000 service calls, with expected savings of \$1.4 million after worldwide deployment
- Greater engineer and service center productivity plus less spare-parts inventory by improving part-order tracking and reducing service calls
- Faster service, increased equipment uptime, and improved customer satisfaction with parts delivered when engineers arrive at jobs

"Adoption of apps created with SAP Mobile Platform has been fantastic; 400 engineers were running the app within a month . . . Having the tools to do your job is a good feeling, especially when you're helping to save lives."

Peter Matzek, Business Product Owner, Varian Medical Systems Inc.





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Why SAP?

Best-Run Customers

Dishman

Philips Respironics

Varian Medical Systems

Why SAP?

Solutions for life sciences offered by SAP enable innovations and improved outcomes for life sciences companies by differentiating products and truly engaging patients – all while leveraging innovative software.

Tightly Integrated Comprehensive Business Solutions

SAP offers a complete portfolio of solutions and technology platforms for the life sciences industry, enabling companies to create differentiated value for patients.

Leveraging of Key Breakthrough Innovations

SAP solutions are based on an innovative technology foundation – including the SAP HANA platform, mobile solutions, analytics, and cloud solutions – to enable business process optimization and efficiency at the lowest possible cost.

Forty Years of Delivering Value-to-Life Sciences

The world's leading life sciences companies, across every major segment of the industry throughout the world, continue to rely on SAP solutions to support and enable every aspect of their business and improve healthcare worldwide.





Find Out More About How Your Organization Can Become Best-Run

Benchmark Your Performance

Position your organization for dominance in this new economy with the business performance benchmarking program from SAP – available free to SAP customers and select prospects. The SAP benchmarking program has helped more than 3,000 organizations assess their strengths, uncover areas for improvement, and identify best practices and IT strategies that generate clear, tangible value – not someday, but today.

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