dimension data

Enhancing competitiveness in a transforming pharmaceutical industry

Is your business ready to accelerate?

An industry in transformation…

The pharmaceutical industry is undergoing unprecedented transformation and, as a result, several trends and challenges are converging.

From large multinational pharmaceutical organisations to biotech companies and contract research organisations, every business has its own unique challenges. However, there are recurring risks and pain points common to all.

How you respond to them will determine your future profitability and success.

Winning the uphill battle

Patent expirations or '**the patent cliff**' is resulting in steadily **declining revenues** for many of the major industry players. That's because when established products go off-patent, they can be replicated and sold by generic product manufacturers at much lower prices.

Dwindling new product pipelines are also a concern. Despite sustained investments in research and development (R&D), it's **taking longer than ever** for pharmaceutical organisations to find new drugs. Growing failure rates of R&D projects during pre-clinical and clinical development phases, and **increased difficulty in gaining regulatory approval** for new drugs, only exacerbate the problem. Drug **supply chain inefficiencies**, from compound identification to manufacturing, are also stalling the industry's progress.

A number **of social and cultural shifts** are also in play. Increased patient expectations and awareness regarding the drugs they're administered is putting pressure on **customer service** organisations. Today your patients expect a **faster, more personal service experience**, delivered through the channel of their choice, including social networks. However, as you adopt cloud, social media, and mobile technologies to better access and share information, you also face potential **new security threats and breaches**.

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In response to the patent cliff and heightened competition, **new strategic partnerships**, **joint ventures**, and **collaboration** between partner communities for new product development are on the rise.

Larger pharmaceutical organisations are looking to divest of certain product portfolios and pursue opportunities in new locations. They focus strongly on **expansion into emerging markets** where there's a need for affordable medicines and vaccines.
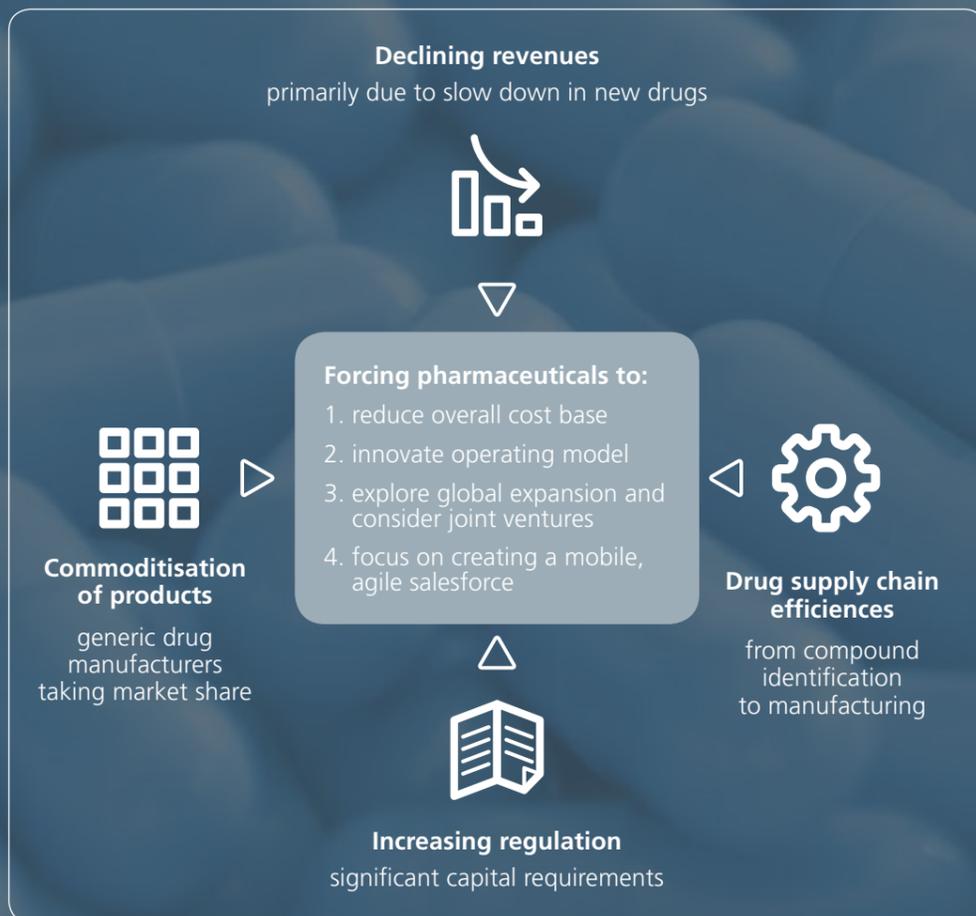
They're also increasingly making use of the services of **contract research organisations** to perform research activities that used to be undertaken in-house, in an effort to improve efficiencies, lower costs, and reduce time to market. In addition, the complexity associated with getting new drugs approved by administrators only enhances the value of already approved proprietary methodologies and therefore heightens the attractiveness of contract services.

The way forward

Dimension Data understands that to keep pace with this industry transformation, you need to **reduce your overall cost base** and **innovate your operating model**. You also need to explore global expansion opportunities, and consider new business models and **opportunities for joint ventures** with traditional competitors.

Emerging industry and market trends
Business drivers

Declining revenues
primarily due to slow down in new drugs

Forcing pharmaceuticals to:
1. reduce overall cost base
2. innovate operating model
3. explore global expansion and consider joint ventures
4. focus on creating a mobile, agile salesforce

Commoditisation of products
generic drug manufacturers taking market share

Drug supply chain efficiences
from compound identification to manufacturing

Increasing regulation
significant capital requirements

To help you make this transition, we offer a range of technology, services, and solutions that cover your **networking**, **data centre**, **communications**, **security**, and **end-user computing environments**.

Our consultants can help you create a roadmap to accelerate your success. We're able to identify a technology solution that matches your business needs, as well as manage and operate your environment.

Our services include:

Platform consolidation

We assist you to centralise, consolidate, and re-platform your legacy computing environment by:

- reducing server sprawl by engineering standardised, highly optimised, and **virtualised platforms** for **servers**, **storage**, and the **desktop**

- improving your **network's capacity**, **density**, **and performance**, **which is critical when performing data-intensive tasks**, for example by using our Network Optimisation Assessment; analysing application requirements and network usage to provide solutions that can minimise wide area **network costs**; and laying the foundation for **software-defined networking**

- unifying your **communication channels** to achieve more seamless interoperability and reduce costs; **managing** your evolving communications and collaboration assets and investments; and driving and accelerating **user adoption**

Global expansion and footprint rationalisation

Global expansion into **new and emerging markets** can bring opportunities… and challenges. The complexities of running a multinational business can drain valuable resources and expose you to undue **risk**.

Dimension Data:

- has a firm grasp of the challenges of global and international business, an **extensive geographical reach** and expertise, and the flexibility to deliver to your specific needs

- offers multi-vendor services and **local support** wherever you are and deliver services **consistently across the globe** through our global service delivery platform, allowing new features to be rolled out within days

- has extensive knowledge of **in-country nuances** such as laws and regulations, tax and logistics, import duties, currencies, languages, and cultures.

Mergers and acquisitions bring a range of technology-related challenges including data, systems, real estate consolidation, and security. We help you to reduce the scale of your IT operations and minimise the amount of physical space and power you use – thereby saving costs and eliminating post-merger and acquisition excesses – by:

- **consolidating** or **right-sizing data centres**, or moving to **co-location** facilities, which will enable you to eliminate excess real estate

- simplifying your operational and **supply chain complexity** and helping you to reduce your number of supplier partnerships

- moving assets and infrastructure to **low-cost locations**

Delivery model innovation

You need to harness the power of technology to drive **innovation and growth**, support the **introduction of new products**, and **reduce costs** within your R&D environment. We'll work with you to redesign and optimise your delivery model and exploit the capability to deliver IT as a service by:

- taking advantage of **virtualisation** technology to transform and modernise **legacy applications**, and move them to more open architectures, in order to realise the benefits of the **cloud**
- identifying opportunities to save costs and accelerate time-to-market by moving certain **applications to the cloud**; unlike many of our competitors **we can**:
  - offer **specific use cases**, per application
  - enter into **commercial contracts**
  - **move data fast** and give you **access to it quickly**
- migrating non-business-critical **network traffic** such as email to the Internet, and consuming **bandwidth** as part of a **cloud** service
- moving **testing and development** activities to the cloud, to accelerate time-to-market for new pharmaceutical products and services
- **automating IT operations** and **systems** functions to save time and reduce the risk of human error
- recommending and delivering partial or full **outsourcing** to achieve end-to-end IT transformation, including systems, processes, and people

Security and regulatory compliance

As cyberthreats continue to disrupt business in the digital world, we assist you to reduce risk and ensure that your IT infrastructure and operations meet audit and compliance guidelines by ensuring that you have visibility of activities and **potential risks** you might be facing. Our services include:

- secure, compliant, and manageable storage
- security incident remediation
- a managed security platform

We offer specialised security consulting engagements such as:

- Governance, Risk, and Compliance Assessment
- Network Threat Assessment (tailored for businesses that are entering into or have undertaken mergers and acquisitions)

End-user computing solutions

Given the heightened levels of competition in the industry, you need to sharpen your distribution and marketing efforts. This includes optimising collaboration internally as well as with partners, doctors, and patients, and ensuring you have the latest end-user technology to enable your mobile sales teams.

Our services include:

- enabling a more agile and productive salesforce by developing an **enterprise mobility strategy** for your organisation; our services include our End-user Computing Development Model and Enterprise Mobility-as-a-Service
- applying our **workspaces for tomorrow** model to help you better embrace your employees' varied working styles and encourage greater productivity, flexibility, and collaboration

Informatics

Success in today's competitive marketplace requires the ability to **turn information into actionable intelligence** and optimise the effectiveness of your research and development function. You also need to enable **better collaboration** between multiple internal research teams and with external Contract Research Organisations.

Our services include:

- using our **next-generation data centre** approach to help you transform your data centre into an agile, efficient, and highly automated business response centre:
  - By applying our expertise in the latest **storage and automation** technologies, we'll enable you to exploit **big data and analytics**; you'll be able to access your data **quickly and securely**, while keeping costs under control.
- connecting and enabling ERP and enterprise production applications:
  - We offer a **robust global cloud platform** that's capable of hosting **ERP and enterprise production applications** and provides consistent service delivery around the world.
  - We're able to provide **multiple cloud types** – public, private, and hybrid – via one common platform.

Why Dimension Data?

We have long-standing relationships with clients in the pharmaceutical sector, understand the requirements and challenges of this industry, and can respond with global, flexible, and highly competitive services.

Our clients include:

36 🌐
of the **top 50 global pharmaceuticals**

9 ⚛
of the **top 10 biotech firms**

4 🔬
of the **top 5 contract research organisations**

4 ⬚
of the **top 10 diagnostic labs**

Let us help you accelerate your world

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For contact details in your region please visit **dimensiondata.com/globalpresence**

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