

EMPOWERING THE LIFE SCIENCES ORGANIZATION

Can digital quality systems move life sciences companies forward?

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From SMBs to global enterprises, life sciences companies have learned to accept a certain level of operational inefficiency.

Traditionally, different locations or departments had autonomy when it came to choosing and implementing software, resulting in a patchwork of vendors and products rather than a smoothly integrated system. But the evolution of cloud-based solutions that support a fully integrated eQMS environment are transforming the expectations and changing the realities.



CAN THE CLOUD MOVE THE LIFE SCIENCES FORWARD?

A lack of technological unity can have a profound effect on an organization's ability to function. Keeping key business elements in silos creates friction points and blind spots that affect an organization's performance at every level. While this is true of every industry, the issue is particularly acute for life sciences. Businesses that develop and distribute pharmaceutical and medical products operate in a complex regulatory environment and are responsible for protecting public health and well-being. This creates a strong need for end-to-end coordination and visibility across business processes.

In this challenging landscape, life sciences companies are looking at increased pressure to perform efficiently and cost effectively while operating in a highly regulated environment:

- Growing cost constraints in healthcare are driving a need to demonstrate value/results
- A need to reach the market sooner is creating an accelerated R&D pipeline

- Mature and emerging-market opportunities are creating more global operations
- There is an increased focus on relationships with payers, physicians, and patients
- There's a need to manage more complex data from internal and external sources

Unfortunately, legacy software can hold otherwise progressive life-science organizations back. A single company might use one solution to manage sales and relationship-building activities, another to track their product in the marketplace, another for document management, another to monitor operational efficiency, and so on. This kind of fragmented approach can significantly affect the organization's ability to compete in a sector facing increasing operational challenges.

At the individual level, moving between different and poorly connected software solutions creates additional work and frustration for employees who must

spend precious time learning multiple systems, re-keying information from one system to another, or collecting and manipulating data manually to monitor or understand a specific event or issue. At the organizational level, it can impede a company's key competitive differentiators, including its ability to generate insight, develop and maintain relationships, and respond to issues and opportunities swiftly.

Cloud solutions are redrawing the map in terms of what's possible for life sciences organizations. As the trend towards consolidating resources in the cloud continues, these organizations have an opportunity to achieve new levels of operational integration, coordination, and cost-efficiency without compromising compliance. Cloud-based environments or ecosystems—where a single platform or architecture supports a range of compatible software from a variety of vendors—can significantly reduce the fragmentation and friction that is preventing many organizations from achieving their true potential.

When life sciences organizations rely on disparate software solutions that aren't supported by an integrated ecosystem, it creates a number of pain points:

Higher software costs

Purchasing software from different vendors reduces an organization's purchasing power when compared to cost of buying into a consolidated system that supports multiple vendors. Investing in a single system enables the purchaser to enjoy volume discounts and economies of scale as well as ensuring that they're not paying for the same functionality twice when different solutions have overlapping feature sets.

Higher operational costs

Whether it's an off-the-shelf solution or a custom build, when a company invests in software that isn't part of an integrated cloud environment, they will generally pay more for the solution itself and for things like staff training, as employees must learn to use multiple systems. These types of in-house software solutions also require a higher—and costlier—level of IT involvement and troubleshooting activities. With an in-house solution, there is also a higher cost associated with upgrading the software to meet new standards or security requirements. And finally, the organization will see potentially higher costs associated with a lack of integration, which creates inefficiencies and increases the proportion of time spent on time-consuming manual tasks, such as rekeying data.

Reduced visibility

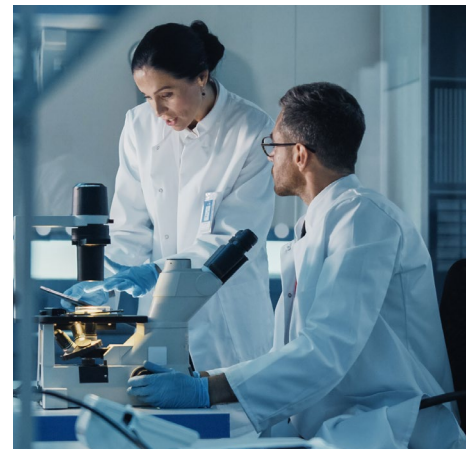
When business processes are managed in a series of standalone solutions instead of sharing the same integrated environment, it prevents the flow of information that generates meaningful insights and creates blind spots that can hide performance issues. When all business activities are consolidated on a single platform—including CRM, HR, marketing, compliance, and finance—it provides end-to-end visibility that helps the organization optimize performance.

Reduced coordination

Coordination between different departments, locations or facilities enhances communication and performance, but when standalone solutions aren't designed to speak to one another, it makes it harder for the different parts of the organization to synchronize operations effectively. The result is increased organizational inefficiency, lack of coordination, and an increased likelihood of errors and omissions.

Impeded growth

Most organizations welcome growth and actively pursue opportunities to grow sustainably. But when a company's core software processes aren't designed to scale easily, that rate of growth is slowed. Traditional software can require greater lead time to develop and deploy new functionality or increased capacity to support additional users. With a cloud solution, that scalability is built into the system, and new functionality can be snapped into the system using an API rather than requiring a time-consuming new build.



EXAMINING THE SOLUTION

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Integrated software solutions supported by a unified cloud environment and vendor ecosystem are dramatically improving operational effectiveness for the life-science industry and solving a multitude of traditional challenges.

Being able to support a wide range of business functions—including sales, customer service/call center, and compliance—on a single, integrated platform is enabling life-science organizations to minimize costs and maximize visibility and control to a degree that is simply not possible with a traditional, in-house software model.

For example, an evaluation by CapGemini of TrackWise Digital, a cloud-based compliance system built on the Salesforce.com platform, demonstrated a significant advantage in terms of up-front and long-term costs, integration, configurability, and a number of other key business requirements. Over the course of five years, the total cost of ownership for compliance software was projected to be more than a third lower for a cloud-based solution.

These cost savings derive from several key factors:

- **No up-front investment:** Rather than paying for the purchase of software or hardware, the organization pays a monthly per user subscription fee.
- **No maintenance costs:** Updates and improvements are managed by the vendor and pushed instantly to the organization at no additional charge.
- **Economies of scale:** With a single software ecosystem providing a “one stop shop,” the organization enjoys enhanced purchasing power that stretches the budget further.

Yet cost savings are usually not the deciding factor for life science organizations that choose to migrate to the cloud. Instead, it is the operational and strategic benefits that are attracting the majority of organizations to the cloud:



GROWTH TRENDS FOR THE CLOUD

87%

OF BUSINESSES ARE
IN THE CLOUD

65-70%

OF BUSINESSES PLAN TO MOVE
SOME PROCESSES TO THE
CLOUD IN THE NEXT 1-2 YEARS

69%

OF SMBs EXPECT TO INCREASE
CLOUD USE IN THE NEXT 3 YEARS

1 to 11,493

THE NUMBER OF CLOUD
APIS HAS GROWN FROM 1
TO 11,493 SINCE 2005

Integrated business processes

In the cloud, life sciences companies can integrate business processes that previously had to remain separate. From manufacturing and warehousing to sales and CRM to compliance, the entire life cycle of a drug or medical device can be monitored, analyzed, and optimized, as can the organization's performance across multiple products and markets. Just as important, when the organization is powered by a single software ecosystem, every task and function—including reporting, communications, data entry—is faster and easier to perform, more accurate, and creates less frustration and greater productivity.

Improved relationships

The ability to interface with people outside the organization and deliver a better user experience is a critical success factor. Cloud solutions ensure life sciences organizations can engage on a more immediate and personal level with clinicians, payers, and end users of drugs and medical devices. Whether through call centers, web-based and mobile reporting, or social networks, life-science organizations in the cloud can engage and interact more effectively with a range of audiences. The result is not only better patient outcomes, but stronger relationships with customers and service partners and a deeper understanding of the marketplace's needs and preferences.

Better data, deeper insights

When different business processes can't "talk" to one another by exchanging and aggregating data freely, an organization can only see a piece of the puzzle rather than the whole picture. A cloud ecosystem creates opportunities for game-changing analytics and insights. The ability to share, aggregate, and analyze data collected within the organization and from partners and users has been identified by organizations such as Accenture and Deloitte as one of the most exciting trends in the life sciences as well as one of the most critical. To meet the greater reporting diligence required by a complex regulatory environment as well as to gain a competitive edge in a challenging marketplace, the ability to access and aggregate data freely from every part of the business is essential.

Faster growth

Every organization is focused on growth opportunities, and life sciences companies are no different. But seizing the moment can be challenging when the supporting software takes months to deploy. A software environment that lacks a cohesive infrastructure and is maintained in house can hamper growth because it's inflexible, slow to adapt, and requires significant resources to scale up or acquire new functionality. By contrast, a cloud environment enables instant scale-up with no up-front investment: additional users can be added on a subscription basis. And when new functionality is required, software solutions can be chosen from a vendor ecosystem and simply snapped into the organization's existing infrastructure. This level of scalability, adaptability, and responsiveness is very difficult to achieve outside of the cloud.



SUPPORTING INNOVATION

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The true value of cloud computing for life sciences organizations is its ability to support innovation.

By providing an environment that is integrated, compatible, and scalable, the cloud removes boundaries and restrictions in key areas such as relationship-building, collaboration, business-process integration, agility, and data access. And because of its multiplatform structure, it delivers these capabilities at a price that's affordable for organizations of any size.



THE CLOUD DRIVES SUCCESS

82%

OF COMPANIES SAY
THEY SAVED MONEY

49%

SAY THE CLOUD FUELS
NEW BUSINESS

35%

SAY THE CLOUD ENHANCES
INNOVATION AND
COMPETITIVE ADVANTAGE

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**THE
FUTURE
IS
WHAT
WE
MAKE IT**

