



White Paper:

SharePoint 2013: It's implementation in *Pharmaceuticals Industry*

Microsoft SharePoint 2013

SHARE

- Put Social to Work
- Share your stuff
- Take SharePoint on the go

ORGANIZE

- Keep projects on the track
- Keep your team connected
- Store and sync your docs

DISCOVER

- Find experts you never knew existed
- Discover insights and answers
- Find what you're looking for

BUILD

- Build apps in the cloud
- Publish apps in the SharePoint store
- Build eye-catching sites

MANAGE

- Manage costs
- Manage risk
- Manage your time

Overview

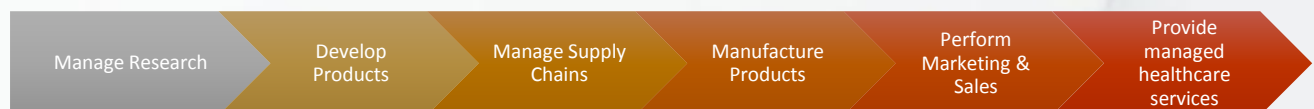
Microsoft SharePoint 2013 solutions have been adopted by many large pharmaceuticals companies at a striking rate. Major concerns of any pharmaceutical company are IP protection, regulatory and compliance management, cross-functional communications, product & portfolio management, business intelligence, etc.

Microsoft SharePoint 2013 provides solutions to large pharmaceuticals industries by way of enhancing compliance requirements, streamline existing business processes, increase efficiency, improve collaboration and communication, meet regulatory requirements, and thus improving and simplifying the user experience.

Pharmaceutical Industry

The global pharmaceutical industry has been witnessing growth in recent years. The global market sales in 2011 was US\$ 799 bn. The sales has since grown to US\$ 839 bn. The 10 largest drugs companies control over one-third of this market, several with sales of more than US\$10 billion a year and profit margins of about 30%.

To have a competitive advantage, it is important that the pharma company has to model a chain of value-creating processes. These value-creating processes are shown in the following figure:



Source: IBM Global Business Services analysis, 2004

Microsoft SharePoint 2013 is one of the leading portal technologies. It has been around since its inception in 2001. SharePoint is a scalable, extensible and customizable portal solution for enterprises of any size. It consists of tools and technologies that support the collaboration and sharing of information within teams, throughout the enterprise, and on the web.

Challenges

Pharmaceutical companies and other players in the life sciences industry need to get to grips with new and potentially disruptive technologies to help them emerge from a challenging operating environment. They are the most heavily regulated companies in the world. Some of the major concerns of pharmaceutical companies are as listed: *Intellectual Property (IP) Protection; Risk & Compliance Management; Cross-functional Communication; R&D Portfolio; and, Business Intelligence.*

Major concerns in Pharma industry				
Intellectual Property Protection	Risk & Compliance Management	Cross-functional communication	R&D portfolio	Business Intelligence

SharePoint 2013 as a benefit to Pharmaceutical industries

Many growing companies are adopting SharePoint as a means to manage the process. These companies mention two reasons for deploying SharePoint as a solution to pharmaceutical industries: *one*, a collaborative platform to help communicate project teams with each other without any IT in the role; and, *two*, the need to maintain the regulatory system within the industry, which are otherwise expensive to maintain. Key SharePoint 2013 features which can be used as solutions in pharmaceutical industry are as follows:

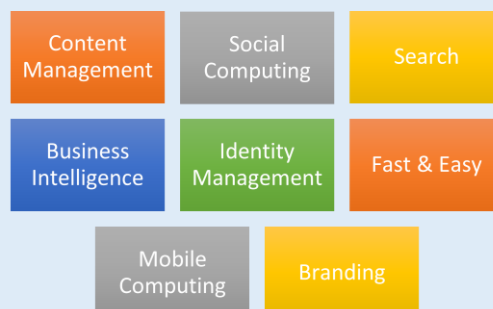
1. **Intellectual Property (IP) Protection:** IP protection is the most significant for any pharmaceutical company to be successful. SharePoint 2013 has strong security features. Along with these features, AD RMS (Active Directory Rights Management Services) can be integrated with SharePoint 2013 for more strong safeguarding of these documents, even outside SharePoint too.
2. **Manage research with Workflows:** According to KPMG, pharmaceutical industry is 50% riskier than the overall S&P 500. From both regulatory and business liability perspectives, it is significant to pharmaceutical companies that they have robust and compliant drug safety monitoring processes. Thus, with Workflow services along with SharePoint Designer 2013 and Visio 2013, better risk and compliant monitoring processes can be developed.
3. **Manage changing regulations through collaboration:** Social features of SharePoint 2013 like microblogging, newsfeeds, Yammer integration, community sites, etc. will help the cross-functional stakeholders to collaborate together. With the help of these features, companies increase cross-functional communication, redefine regulatory affairs teams' roles, strengthen relationships with regulatory agencies, and, improve regulatory spending and activities.
4. **Product & Portfolio Management:** Pharmaceutical companies continuously need to determine their strategy on how to grow portfolios filled with healthcare innovations and provide them to patients and caregivers globally. With the help of Project Server 2013 which can be integrated with SharePoint 2013, companies can generate risk & return calculations that support the R&D teams' decisions.
5. **Marketing & Sales with Business Intelligence (BI):** With the increasing competitive market in the pharmaceutical industry, these companies need to keep up with their constantly changing industry to stay competitive and viable. Pharmaceutical executives need a high level view of customers for brand planning, focused marketing, promotions and campaigns. BI in SharePoint 2013 can help achieve the above objectives in the form of dashboard which integrates sales, marketing activities and programs, and other industry-relevant data.
6. **Cost reduction:** By replacing complex systems for content- and process-centric applications with modern and customized applications built on a cloud-based SharePoint platform, pharma companies can reduce their operating budgets tremendously.
7. **Regulatory & Compliance Management:** This is extremely significant for new drug applications and clinical trial research and phases for a pharmaceutical company. To help meet the regulatory and compliance requirements, SharePoint 2013 can create role-based user access and document-specific audit trails which can be managed during their entire lifecycles.

About Microsoft SharePoint 2013:

Microsoft SharePoint 2013 is one of a leading portal technologies. It has been around since 2001. It is a browser-based collaboration, content management and extensible platform from Microsoft.

SharePoint provides collaboration, websites, social networks, intranet and extranet portals, document & file management, enterprise search, websites and business intelligence. It also has system integration, process integration and workflow automation capabilities.

Features of Microsoft SharePoint 2013



About OCTAWARE Technologies

Octaware Technologies is a highly experienced offshore outsourcing company with its offices in USA, Middle East and India. The efficient project management and technical support services at customer's location guarantees the successful execution of each project.

The services provided are variant and adapted to the satisfaction and style of the clients. To support the increasing needs of clients and partners, the company has geared up an assortment of professional analysts, designers, developers, and quality assurance engineers.

Depending on the ever-changing requirements, we come up with the essential and up-to-date tools and skills to enhance the clients' confidence in us. Octaware - we believe it as an expression of our creative, innovative and ground-breaking ideas and experience.

Octaware Technologies

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