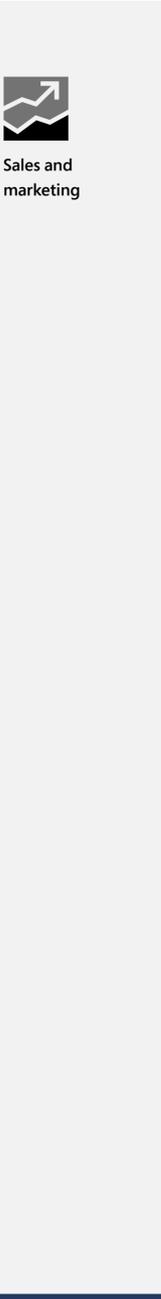
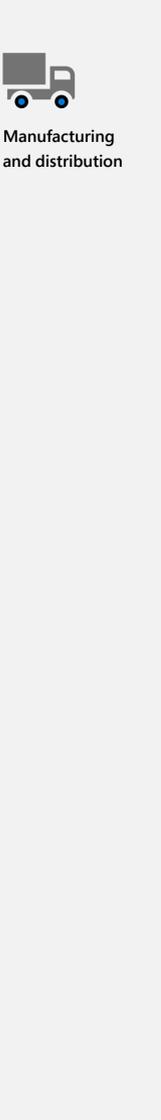
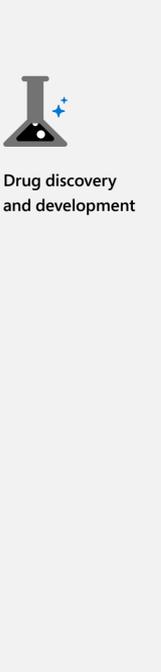


Transforming the pharma & life sciences lifecycle with the cloud

From research and drug development to manufacturing, marketing, and sales, pharmaceutical organizations are streamlining operations and growing profits with digital technology. Here's how you can use the cloud to fast-track innovation, drive efficiency, and create stronger relationships with healthcare providers and patients.



1 Accelerate R&D innovation

- Pharma companies are under pressure to develop new drugs, but the process takes enormous amounts of time and money.
- R&D costs are increasing rapidly, intensifying the problem.

Microsoft AI can sift through decades of lab data and identify molecules with the most promising characteristics, shortening development time and reducing costs.

By working with Microsoft AI tools, **Novartis** hopes to shorten the drug discovery process from years to weeks or even days.



“The way I see it, one needs to embed AI-based tools – small engines of AI – into every aspect of an organization’s operation, so a person who is not necessarily a data scientist can have higher-quality, faster decision making.”

Shahram Ebadollahi
Chief Data and AI officer,
Novartis

2 Build operational agility

- Pharma companies need to streamline their factory operations to scale new therapies ahead of competitors.
- Fragmented on-premises IT processes make that difficult.

Microsoft Azure unifies analytics at scale, providing timely insights to decision-makers across your organization.

With Microsoft’s help, **AmerisourceBergen** transformed from a siloed data environment to a fully formed analytics platform in just nine months. New self-service analytics give business groups the ability to bring information into a unified data layer with the details they need to make better, quicker decisions.



3 Create more resilient supply chains

- In the complex and intricate pharma supply chain, one system going down for one second can have a major adverse impact on finances.
- Nevertheless, executives lack visibility into supplier risks.

Microsoft tools improve visibility and resilience.

Johnson & Johnson and Microsoft have been partnering together on the company’s digital manufacturing transformation and smart manufacturing.



“We can look at thousands and thousands of data points per second and make decisions where people in the past would wait until something happened. Now, we can say this is going to happen.”

Steve Wrenn
Senior Vice President and Group CIO of
Global Supply Chain, Johnson & Johnson

4 Empower next-gen commercial engagement

- Commercial sales teams get better results when they work together to create precisely-targeted engagements.
- To be effective, they need an in-depth understanding of highly complex products and services.

Microsoft gives teams the skills and collaboration tools they need to create high-ROI interactions.

During the COVID-19 health crisis, the majority of **GlaxoSmithKline’s** 140,000-strong global workforce moved to remote working overnight. Effective collaboration technology became critical to the company’s operations.

“Microsoft Teams enables faster decision-making. It’s simpler because it’s all in one, it’s feature-rich, and overall supports easier collaboration.”

Lorraine King
Collaboration Product Owner,
GlaxoSmithKline

5 Enhance the patient and provider experience

- Patients expect personalized help and user-friendly technology throughout their healthcare journey.
- When clinicians are overwhelmed, AI-based engagement tools can help.

Microsoft has sophisticated but easy-to-use AI tools that save providers time and give patients the help they need.

Evolv uses VR and motion capture through Microsoft Azure Kinect DK combined with gamified exercises to complement traditional rehabilitation programs.

“Building with Azure Kinect DK guarantees our customers both precision and reliability when tracking and analyzing a patient’s movements, with the knowledge that they’re getting the equivalent of a gold standard motion capture system at a fraction of the price.”

David Fried
Chief Executive Officer,
Evolv

¹ “Research and Development Spending to Bring a Single Cancer Drug to Market and Revenues After Approval,” JAMA Internal Medicine, 2017.
² “Four ways pharma companies can make their supply chains more resilient,” McKinsey & Company, 2021.

Working alongside our partners, Microsoft is empowering life sciences organizations to bring people, data, and processes together. Discover the tools our healthcare partner ecosystem is using to achieve breakthrough results, making the world a healthier place for everyone.

[Learn more >](#)

