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Cisco Connected Life Sciences

Engineered for Outcomes, Efficiency, and Innovation

Increasing competition. A complex regulatory environment. The shift towards outcomes. Trends in the Life Sciences industry are driving pharmaceutical, biotechnology, medical device, and diagnostic companies to rapidly transform their business operations. The Cisco® Connected Life Sciences solution gives you the ability to replace outdated processes so that you can innovate in ever-changing market conditions.

- Picture globally dispersed R&D teams using real-time video collaboration, 3D modeling, and data aggregation software to share ideas and speed delivery of a new drug application (NDA).
- Imagine a pharmaceutical manufacturing manager identifying a quality issue the moment it happens and instantly dispatching a remediation team to rectify the issue.
- Picture a sales and marketing team redefining how a new product is launched by using virtual technology that unites key participants in the healthcare delivery system in attention grabbing and informative ways.

Cisco Connected Life Sciences includes multiple innovative technologies, including Internet of Things (IoT) technology, data virtualization software, enhanced collaboration tools, and high-performing infrastructure systems. And it provides you with a leading-edge solution for discovering new business opportunities.

A Fast-Moving and Fragmented Landscape

The pace of change and market disruption in the Life Sciences industry has increased dramatically in recent years, leaving organizations to cope with:

- The emergence of small, super-agile competitors
- Patent cliffs and product discovery challenges
- An upending of the brand/consumer relationship and new expectations in the patient/care provider dynamic
- Rapid growth in emerging countries and leveling off in traditional markets
- Healthcare reform and an ever-changing regulatory environment

How You Benefit

- **Accelerate R&D and lower failure risk** through intelligent insights from dispersed sources and systems.
- **Improve manufacturing and supply chain productivity** with automation and system-wide, real-time visibility into processes, resources, and equipment.
- **Increase innovation** by improving coordination across and outside the organization with fast, flexible collaboration tools.
- **Demonstrate outcome** goals by using connected analytics to provide stronger validation of the therapeutic value of new products.

Take the Next Step

To find out more about Cisco Connected Life Sciences or to schedule a demo, visit www.cisco.com/go/lifesciences.

Connected Life Sciences: How It Works

With a clear view of current and future industry challenges, Cisco Connected Life Sciences offers unified solutions tailored to the needs of teams across the organization:

Department	Cisco Offering	Outcomes
Research and development	· Real-Time Communications Data Center and Virtualization · Virtual 3D Modeling · Services Exchange Platform (SXP) · OpenStack/Intercloud	· Increased productivity · Improved collaboration · Faster time to market · Improved regulatory reporting · Demonstrate value above current standard of care
Manufacturing and supply chain	· IoT Connected Operations · Connected Analytics · Connected Factory	· Enhanced supply chain integrity and visibility · Higher Overall Equipment Effectiveness · Improved regulatory compliance · Better asset utilization · Reduced Cost of Goods Sold · Finer control over inventory
Sales and marketing	· Connected Mobile Experiences (CMX) · Services Exchange Platform (SXP) · Business Video · Intelligent Contact Center	· Improved communication with partners and agencies · Reduced BYOD costs · Higher product revenue targets · Enhanced customer experiences

Fully Connected Life Sciences, Powered by the Internet of Things

Few industries face the demand for innovation and quantifiable results like the life sciences. And because Connected Life Sciences is powered by the Cisco IoT System – a comprehensive set of integration, analytics, and security technologies and products – it helps life sciences businesses deliver on those demands. Through the use of scalable network infrastructures, edge network devices, pervasive analytics, data security enhancements, and other tools, organizations can:

· Create safer drugs, devices, and tests

· Implement patient-centric clinical trials

· Automate manufacturing and supply chain processes

· Gain insight into medical and manufacturing equipment performance

· Organize regulatory requirements and control R&D

The Cisco Connected Life Sciences solution makes sure that people, systems, and things stay connected so that everyone benefits – the business, plus the healthcare delivery systems and patients they serve.