

Delivering the Best Patient Outcomes Through Value Based Healthcare Is Changing Pharma's Approach to Customer Engagement

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**Transforming
customer
engagement is
the next frontier**

The pharma lifecycle



Key trends in changing pharma's approach to customer engagement





Innovation



Innovation



Agility



Innovation



Agility

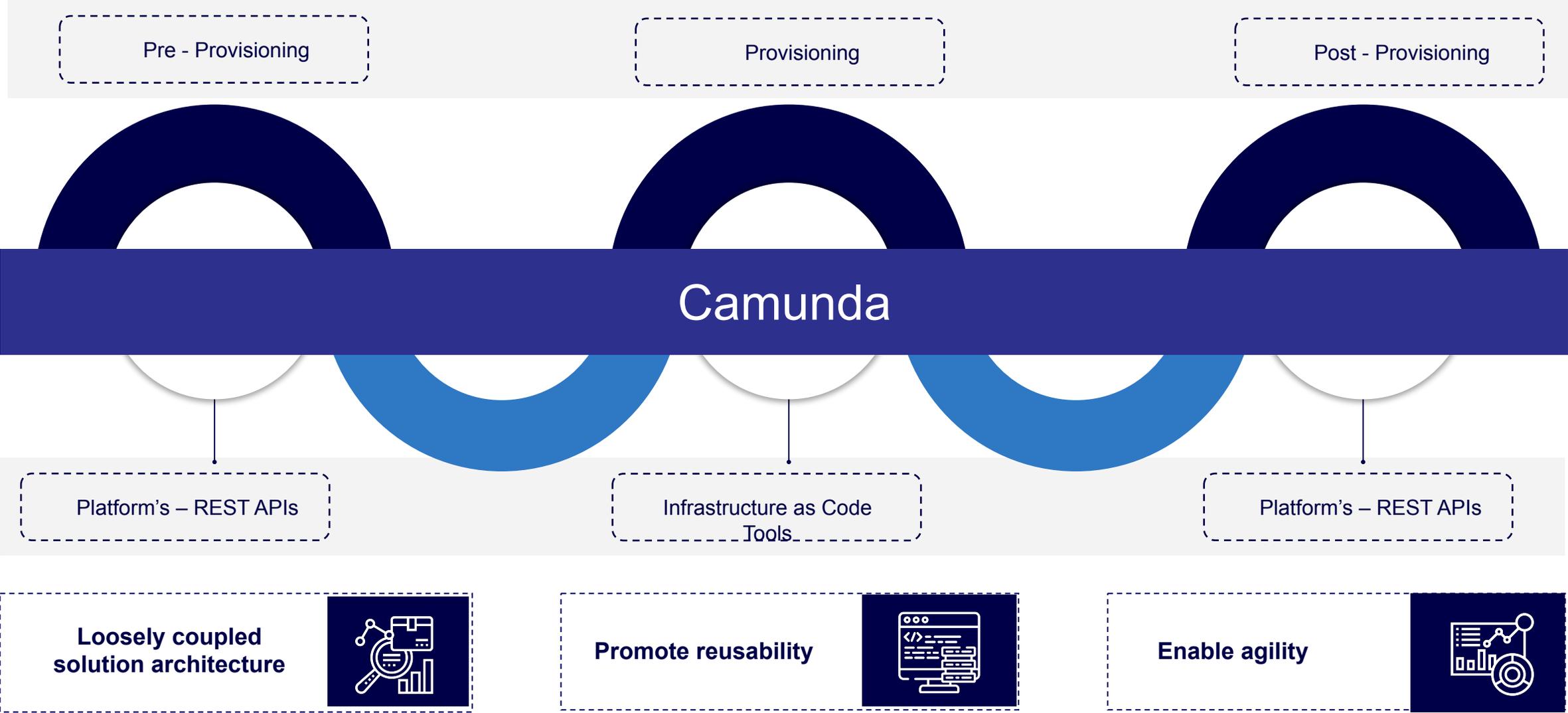


Scalability

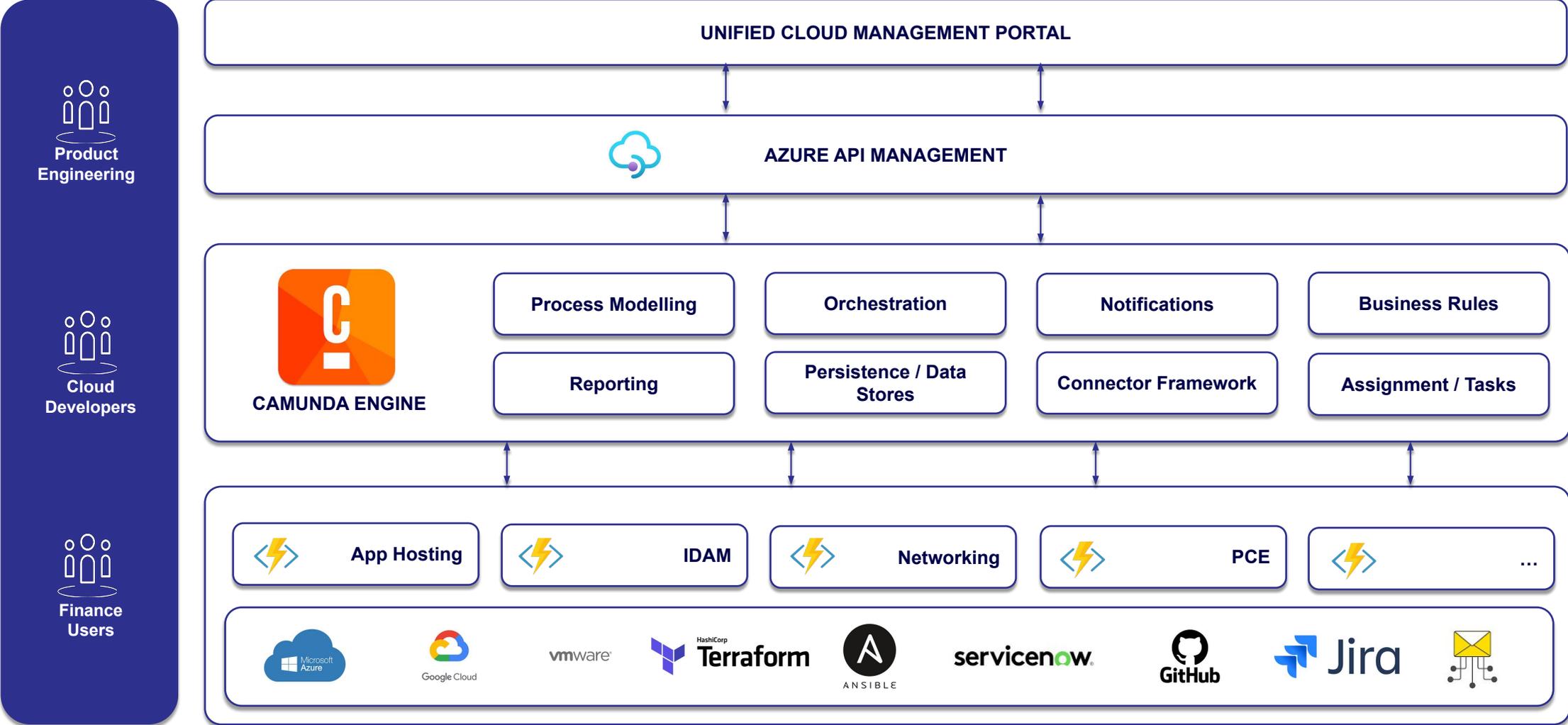
A perspective view of a server room with rows of server racks on both sides, illuminated by blue light. The racks are filled with server units, and the floor has a grid pattern. The text "Self Service and Cloud Adoption" is overlaid in the center-right.

Self Service and Cloud Adoption

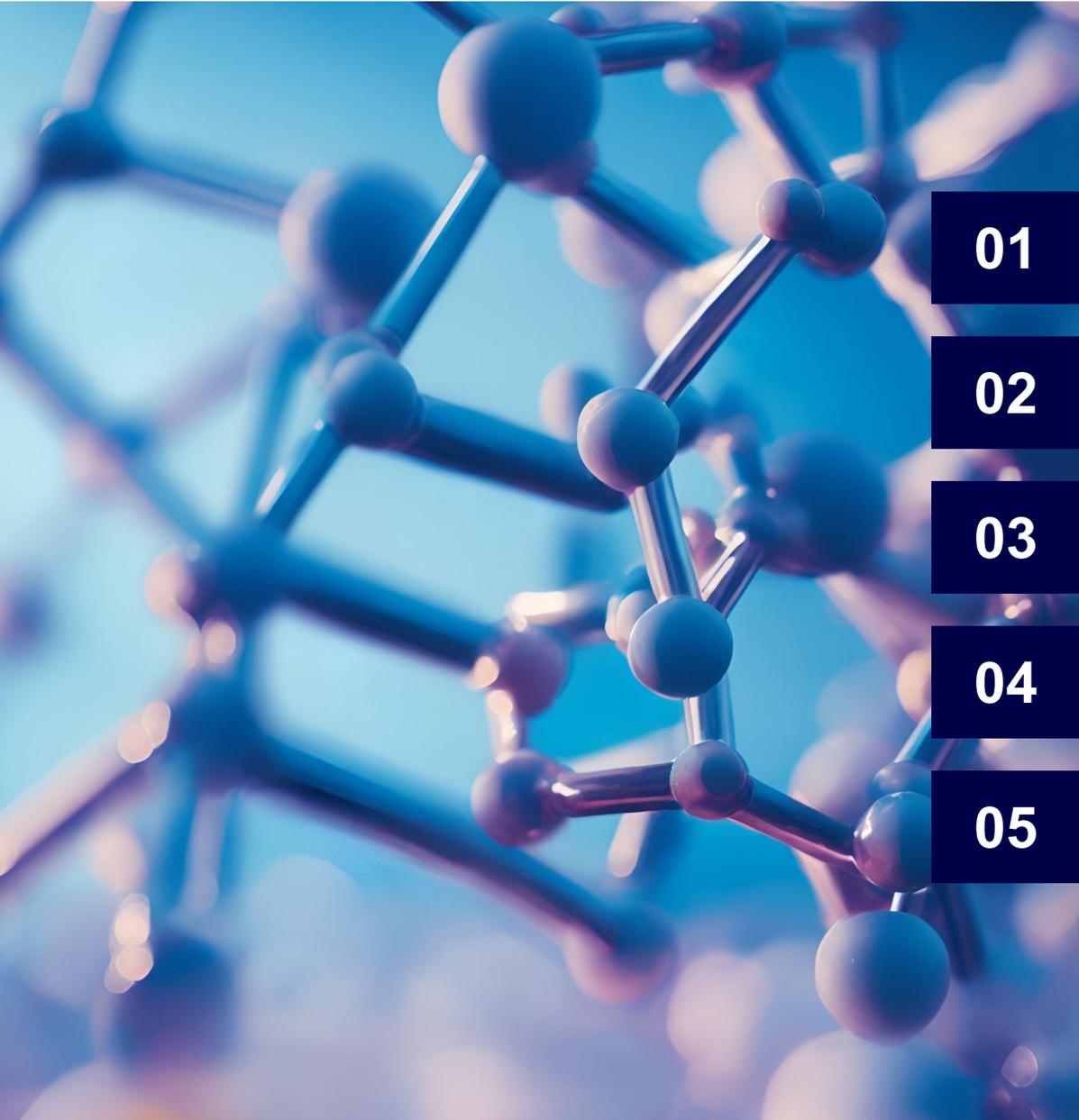
Our conceptual solution



Cloud Hosting Portal Architecture



Delivery outcome and measurement



01

Enablement of self service

02

Scalability of the solution and reduced operational cost

03

Accelerate Innovation

04

Multi tenant capability enabled federated approach

05

Enabled Product Owners with KPIs and bottlenecks within the innovation

Thank you

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