SUCCESS STORY

indium
Make Technology Work

SELECTION TO LAUNCH DRUG LIFE CYCLE APP

ABOUT CLIENT

The client is a leading multinational pharmaceutical company that serves over half a billion patients worldwide today and aims to triple that by 2030. With a focus on major therapeutic areas, they offer a vast portfolio of products and services including 190 medications, 60 active pharmaceutical ingredients (APIs), custom pharmaceutical services, generics, biosimilars, diagnostic kits, critical care, biotechnology products among others. They are a key player in manufacturing a prominent covid-19 vaccine

BUSINESS   Low-Code Development

DOMAIN   Pharmaceutical Industry

KEY HIGHLIGHTS

- **30%** reduction in drug launch time owing to enhanced visibility into the product development life cycle

- **4x** faster app delivery with Indium's reusable components and Mendix, as compared to traditional methods

- Built the digital foundation to augment the core of every aspect of pharma value chain

PROJECT OVERVIEW

In generic pharma, time to market is key to gain competitive advantage. With shrinking time window to sell generics exclusively in a target market, the client realized the need to bring a step change in its process transformation and accelerate drug launches. The client sought to bring this step change through crucial digital interventions that would help them achieve the below:

- Eliminate paper-based manual process
- Remove redundancies across the production process
- Interlock different stages of product development life cycle
- Capture huge volume of data and leverage the same for analytical purposes
- Improve overall compliance by adhering to various regulatory guidelines

The client was on a look out for strategic implementation partner that can accelerate its digital transformation journey. As a leading Digital Engineering services firm and Global Mendix Services leader, Indium was deputed to digitize the client's core production activities from product ideation to launch, improve operational efficiency, and help rapidly launch new products to the market.

BUSINESS REQUIREMENTS

- Build a pervasive cross-functional interface that would digitize and transform the Selection to Launch (S2L) process through delightful user experience, enhanced visibility, and provisions to foster cross-functional collaboration
- Create specific reports, Gantt charts and dashboards for each product
- Setup digital alerts & notifications to intimate the user about their tasks. Enable the dashboard to perform advanced analytics using digitized system of record

SOLUTION HIGHLIGHTS

- Indium assisted the customer in agile development of a Single Digital interface utilizing the Mendix low-code platform by combining the views of the organization's employees and the existing process-level inefficiency and built an interlocking application connecting the entire product life cycle
- A product's life cycle typically has 4 phases: Discovery, Development, Manufacturing / Production, and Distribution. The selection to launch application helped the client in the following ways in each of the phases
    - **Discovery** – Provides a comprehensive single perspective for finding and analyzing the target molecule by having visibility into the outcomes of biological procedures and computational studies
    - **Development** – Helps in tracking the formulation of the viable product in terms of the product composition, shelf life, dosage optimization, and other factors
    - **Production** – Monitors and controls factors like adherence to government guidelines, usage of raw materials, blending of various components, storage conditions, etc.
    - **Distribution** – Ensures correct packaging in accordance with standards, delivery of items to the distribution center, and so on
- Dashboards in the form of Gantt charts were built from a user perspective by integrating the app with JavaScript library. Key features in the dashboard include Visibility into the Projects statuses, Milestones of the projects - which are on track & which are on overdue, adherence to project timeline, people working on the project, individual task/milestone statuses, in-app communication, escalation feature, uploading and viewing of relevant documents, etc.
- Email Notifications were added to alert the user about their tasks and each stage of the product life cycle, using the Email Templates Module from the Mendix App Store.
- The built app captures huge volume of product data. To make useful business decision, Indium built the interface that will facilitate the exporting of data from Mendix platform to Tableau and enable visualization of various types of dashboards for each product.

BUSINESS IMPACT

- The flexibility and scalability of the Mendix Platform, which provided better visibility into the active drug development processes, resulted in a 30% decrease in drug launch time
- Application delivery time was cut by at least half with Indium's reusable components and Mendix
- Built the foundation for advanced analytics through digitized system of record
- Enabled client to re-imagine their whole process as a digital native

TECHNOLOGIES

mendix   tableau   AWS S3

AWS Cognito   AWS RDS   AWS SNS   AWS EKS

Agile Tools

ABOUT INDIUM

Indium Software is a leading provider of Digital Engineering solutions with deep expertise in Application Engineering, Data and Analytics, Cloud Engineering, DevOps, Digital Assurance and Gaming.

Over the past decade, Indium has built strong relationships with over 100 clients spanning ISVs, Global 2000 as well as born-digital companies across North America, India, Europe and the Asia-Pacific region, and with ecosystem partners such as AWS, Mendix, Striim, Denodo and Claris.

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