indium
Make Technology Work

SELECTION TO LAUNCH DRUG LIFECYCLE APP

BUSINESS

Low Code Development

DOMAIN

Healthcare

TOOLS

Mendix, Agile Tools

KEY HIGHLIGHTS

- End-to-end process integration for Marketing a Drug from Selection to Launch

- 25% reduction in wait time by enhancing visibility of active process

SELECTION TO LAUNCH
DRUG LIFECYCLE APP

CUSTOMER BACKGROUND

A leading multinational pharmaceutical company, that manufactures and markets a wide range of pharmaceuticals across the globe. The company has over 190 medications, 60 active pharmaceutical ingredients (APIs) for drug manufacture, diagnostic kits, critical care, and biotechnology products. It is also one of the key players in the final-stage trials and manufactruring of one of the prominent Covid-19 vaccines.

BUSINESS REQUIREMENT

The goal was to
- Design a single, intuitive interface to market drugs through their journey from Selection to Launch.
- 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 OVERVIEW AND IMPLEMENTATION

- Single Digital interface was built to enable the process from Selection to Launch of a Drug, using the Mendix low-code platform.
- Dashboards were built from a User perspective, so one can know about their Projects and Milestones which are at risk.

- Email Notifications were built to alert the user about their tasks and each stages of the product lifecycle, using the Email Templates Module from the Mendix App Store.
- Integrated the Javascript Library in this Application to visualize the Timeline & Status of each Milestones and their respective sub tasks in the form of Gantt Charts.
- Built the interface to analyse each product in various types of dashboards by exposing data from Mendix to Tableau.

BUSINESS IMPACT

- Achieved a seamless execution interface that simplifies the process of Marketing the Drug.
- Increased focus on key stages across the lifecycle through interactive dashboards with actionable insights.
- 25% reduction in wait time by enhancing visibility of active process steps in a digital manner.
- Built the foundations for advanced analytics through digitized system of record.

About Indium

Indium is a Digital Engineering Services leader and Full Spectrum Integrator that helps customers embrace and navigate the Cloud-native world with Certainty. With deep expertise across Applications, Data & Analytics, AI, DevOps, Security and Digital Assurance we "Make technology work" and accelerate business value, while adding scale and velocity to customer's digital journey on AWS.

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