

## Indegene launches cloud-based platform for pharmaceutical industry

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On September 27, 2013, Indegene announced the launch of IndegeneConnect, a cloud-based digital asset production, collaboration, and workflow management platform designed to address the unique needs of pharmaceutical industry.

Dr Rajesh Nair, president, Indegene, said, "Indegene is committed to developing transformational technology and platforms that serve the pharmaceutical and lifescience industry. IndegeneConnect is a revolutionary way to effectively manage digital production at the enterprise level, while significantly empowering local and regional teams. This represents a significant addition to Indegene's intellectual property portfolio."

The cloud-based platform is said to increase productivity across the existing ecosystem comprising numerous Agencies of Record (AoR), local agencies, and brand teams managed across multiple geographies.

Global pharmaceutical companies commonly work with multiple global agencies, and this often results in significant duplication of efforts in creating assets; errors following brand guidelines; reduced visibility throughout the production process; and decreased productivity. In addition, meaningful data and analytics that can drive process improvement efforts and satisfy audit-trail requirements are typically missing, incomplete, or challenging to obtain.

Indegene said that IndegeneConnect will now be able to create a catalytic ecosystem through which a brand or a digital factory will manage all of its creative assets, the entire production workflow including internal and external stakeholders, promote collaboration and sharing, and cut wasteful cost from the budgets, all the while maintaining regulatory and audit compliance.