

Accenture Life Sciences

Rethink Reshape Restructure...for better patient outcomes

AstraZeneca

Transforming its Global Commercial
Operations through Commercial Services



High performance. Delivered.



AstraZeneca: Transforming its Global Commercial Operations through Commercial Services

AstraZeneca, a leading global pharmaceutical company, was intent on improving its marketing effectiveness while significantly reducing its costs in the face of increased cost pressures, a rapidly expanding global footprint and an increasingly diverse set of customers. It took an innovative approach to achieving its goals—including the way it managed its digital content around the globe. AstraZeneca turned to Accenture to help them develop a pioneering digital content management tool and Accenture worked hand-in-hand with AstraZeneca to implement an end-to-end system that facilitates marketing planning, creative, sourcing, search and approval.



Planning:
Automates the brand financial planning and budgeting process, provides a consolidated view of brand plans and budgets



Sourcing:
Helps leverage lower-cost sourcing options in the production of marketing collateral in selected markets



Approval:
Best practice workflows to streamline the medical, legal and regulatory review of promotional materials



Creative:
Consolidates creative agencies via a pilot program across selected markets



Search:
Provides a central repository and library of approved marketing assets

With the platform built, AstraZeneca engaged Accenture to provide commercial operations support through a business process outsourcing arrangement for several key areas including:



Brand and Marketing Services:
Provide in-market multilingual support through Accenture Delivery Centers in Wilmington, Warsaw, Shanghai and Mumbai to collect, manage and execute brand activities such as demand and brand plan management.



Content Production:
Provide project management for development of marketing assets via low-cost production agencies including bidding and quality assurance.



Content Management:
Manage content reuse and upload for brand teams, including Library Services, Taxonomy, Standards, and Digital Rights Management enabling brand teams to easily upload assets and find ones for reuse.



Customer Services Call Center:
Provide call center support for all the above functions.



Learning and Training Management:
Provide support for multichannel training curriculum development and maintenance.



Reporting and Analytics Support:
Manage the collection and reporting on performance metrics across the above areas to help inform market and brand strategy decisions.

"To maintain and achieve additional success in the Life Sciences industry it requires innovative delivery models to provide cost effective, scalable commercial services. We continue to partner with Accenture on our journey, leveraging their global scale, flexibility and vision to support our bold change to help maximize our business outcomes."

Kevin Guerette
Executive Director Global Commercial Operations at AstraZeneca

This arrangement has helped AstraZeneca achieve low cost content creation and the efficient reuse and approval of content across 60 global markets and in seven different languages—English, French, German, Spanish, Italian, Chinese and Russian. Over the first three years, AstraZeneca has realized its business case, including a more than 30% reduction in content production costs and a 600+% increase in digital content availability as well as asset reuse.

With the success of the relationship, AstraZeneca was ready to take things to the next level to achieve even greater cost reductions, marketing efficiencies and flexibility by moving to an outcome-based business service model with Accenture. In this arrangement, Accenture has provided a marketing services platform and operates all technical and operational aspects, delivering an end-to-end service that manages AstraZeneca's digital content around the globe. AstraZeneca simply pays for the services it receives based on usage and outcomes including the number of people using the system, number of assets uploaded and associated service levels.

AstraZeneca now has the operational capabilities and speed to market it needs in its digital content without having to invest in its own resources and technology. AstraZeneca also has single point of contact (Accenture) across a number of agency and technology partners providing a simplified, seamless, and integrated end-to-end service to manage its digital content across the globe. The new service model is expected to help AstraZeneca meet its cost reduction goals and significantly improve the effectiveness of its marketing organization.

With the success of the global digital marketing services program, AstraZeneca has continued to partner with Accenture to expand into digital marketing services. Accenture is now providing broader digital marketing support in the following areas:



End-to-End Campaign Project Management:

Provide comprehensive project management services to help brands manage their marketing execution.



Email Campaign Execution:

Execution of email campaigns using list, content and creative provided by markets with intent to build in future personalization and targeting.



SharePoint Administration Support:

Assist with content management and administration of AstraZeneca's SharePoint sites.



Website Build and Execution:

- **Website Implementation:** Build desktop and mobile sites.
- **Project Management:** End-to-end project management of the build and execution of desktop and mobile sites based on requirements, content and creative designated by markets and global brand teams.
- **Agency Accreditation:** Certification of third-party supplier for federated development and maintenance of content, tactics and template.
- **Video on Demand:** Facilitate integrating video content into websites.
- **Webcast Support Services:** Serve as single point of contact for local webcast needs, providing advice on best practices and global webcast suppliers.
- **Digital Reporting/Analytics:** Provide standard reports for all core services including email, web, webcasts, video, mobile.
- **Website Decommissioning:** Assessing site quality and compliance to recommend sites to be decommissioned, managed process to decommissioning (unregister domain, implement redirects, remove site, archive content).

"There is urgency for Life Sciences companies to build digitally-enabled commercial services to improve customer and patient engagement in the markets they serve around the globe—increasing reach and enhancing the customer experience across multiple channels in a cost effective way. We look forward to helping AstraZeneca through this transformational change by providing flexible global commercial services"

Shawn Roman
Managing Director
Accenture Life Sciences

About Accenture Life Sciences About Accenture

Accenture's Life Sciences group is dedicated to helping companies **rethink, reshape or restructure** their businesses to deliver better patient outcomes and drive shareholder returns. We provide end-to-end business services as well as individual strategy, digital, technology and operations projects around the globe in all strategic and functional areas— with a strong focus on R&D, Sales & Marketing and the Supply Chain.

We have decades of experiences working **hand-in-hand** with the world's most successful companies to improve their performance across the entire Life Sciences value chain. Accenture's Life Sciences group connects **more than 10,000 skilled** professionals in **over 50** countries who are personally committed to helping our clients achieve their business objectives and deliver **better health outcomes for people** around the world.

Accenture is a global management consulting, technology services and outsourcing company, with more than 323,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is www.accenture.com.

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