

INDUSTRY X.O FOR THE LIFE SCIENCES INDUSTRY

VIDEO TRANSCRIPT

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What is the promise of Industry X.O for the Pharmaceutical Industry. Industry X.O and the embedded technologies and Artificial Intelligence, Robotic Process Optimization and Quantum Computing, will change the way we work and live in the Pharmaceutical industry.

Let me give you three examples:

- Number one: Smart Products: We look at the smart pill including sensor technologies
- Number two: Smart Services: We look at end-to-end patient services a key offering of Accenture
- Number three: We look at the Smart Worker: For instance, in the drug design where we use Artificial Intelligence and Augmented and Virtual Reality.

We see three major areas of opportunities for Industry X.O for the Pharmaceutical industry:

- Number one: Significantly we want to increase the productivity and efficiency along the entire value chain in R&D, Supply Chain, Manufacturing and in Marketing and Sales.
- Number two: We are going see new digital business models and opportunities for revenue generation and lastly
- Number three: very importantly we see a new interaction between man and machine condensed together on real-time data with real-time algorithms and real-time processes where adapt in real-time.

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