THE INTELLIGENT ENTERPRISE IN THE EXPERIENCE ECONOMY FOR THE LIFE SCIENCES INDUSTRY

Delivering patient-centric experiences that are transparent and connected to the real world
Dear Customers and Partners,

In 2025, healthcare will look increasingly more like other consumer industries, such as retail and consumer products. **Empowered patients will be in the driver’s seat, focusing on prevention rather than treatment, and be comfortable sharing their health insights with providers and life sciences manufacturers in secure ways.**

Further, patients will be more accountable for their care and have greater access to their personal health information. **Technology will allow patients to use smart devices to monitor their health in real time while collaborating with their physicians from home. Patients and payers will demand personalized treatments with superior but also cost-effective outcomes.** These personalized treatments are enabling the supply chain to adopt more agile modes.

In working with leading companies across the globe, we see investments focused on three strategic priorities:

- Improved patient outcomes
- Organizations competing as an ecosystem
- Digital supply chain and smart factory

Payers, providers, and patients all require improved therapeutic outcomes at a lower cost, and patient centricity is key with focus on customer and brand experience.

Life sciences companies must use digital technologies to drive revenue through greater insights and collaborative partnerships, leveraging employee experiences.

I believe the most successful companies will be admired as intelligent enterprises. **These companies will run patient-centric, integrated processes that are transparent and connected to the real world.** They will speak to machines in the factory, interact with patients, and promptly be aware of global health situations. People will be relieved of repetitive work and be more focused on high-impact activities.

With SAP® Intelligent Enterprise Framework, SAP provides the integrated suite of applications, the intelligent technologies, and the digital platform that life sciences companies need to accomplish this shift.

We have the vision, the solutions, and the commitment to go with you all the way – from defining your transformation strategy and delivering the right solutions to running your digital backbone in the cloud.

Sincerely yours,

Mandar Paralkar
Global Head
Life Sciences Industry
SAP

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“The industry is moving toward a value-based model where patients are becoming more proactive and focused on wellness and prevention. In the experience economy, life sciences companies must reimagine their business, leveraging customer experience and operational data to face disruptive competition, patent expiries, and margin erosion. Healthcare providers, payers, and producers are exploring ways to collaborate across the digital health sciences network to reduce costs while improving patient safety and care quality.”

Mandar Paralkar
Global Head
Life Sciences Industry
SAP
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Our Place in the New World

Lifelong Health
Lifelong health is the most precious possession we as humans have. Access to healthcare, the cost of healthcare, and the aging population are impelling life sciences companies to respond with agile supply chains and value-based outcome models, and to directly connect with patients to drive down costs and provide real-time insights.

Trusted Products
The need for trusted products requires life sciences companies to serialize more of their drugs and medical devices, assigning a unique identification to tailor their supply chains to prevent falsification or counterfeit products.

Global Supply Chains
Global supply chains require life sciences companies to have full, real-time demand visibility across complex supply networks spanning the globe.

Circular Economy
The move from a linear to a circular economy allows life sciences companies to play three roles.

First, they must respect the planet and the entire patient lifecycle by providing recyclable packaging and products and transitioning to increasingly service-based models that reduce waste throughout the value chain.

Second, life sciences companies are challenged to improve collaboration across research institutes, healthcare, and other service providers. In this way, they can gain better insights into root causes for diseases and improve consumption of healthcare services, with seamless information transfer for better delivery of care.

Third, the industry itself is being reshaped by rising patient and provider expectations. Companies must develop new digital skills and processes, deal with competition from unexpected IT challengers in healthcare, and have the flexibility to shift global resources.
The life sciences industry is being reshaped by three major trends.

- **Empowered patients and personalization:** Patients are increasingly taking control of their health approaches and demanding therapies that provide promised outcomes. Personalized medicines are emerging at faster rates, with higher price points and improved patient results. Being able to provide outcome-based patient engagements and connect with patients directly becomes paramount.

- **Big Data driving health networks:** Providing therapeutic outcomes at lower costs is transitioning traditional, fragmented value chains to new ecosystems that integrate suppliers, contractors, and regulatory agencies.

- **Regulatory pressures and rising healthcare costs:** As public health issues continue to arise – such as the opioid crisis or the pandemic of diabetes and the associated impacts on healthcare costs – regulatory pressures will fully continue. Today, counterfeit drugs represent about 30% of the drug supply outside of the developed world. Unsustainable healthcare costs are driven by complex channel models and R&D investments. Costs that outpace GDP are constantly scrutinized for global change.

Being able to address the global megathemes and the industry challenges will determine who will be among the winners in the next 10 years. Successful business model innovation, process optimization, and workforce productivity are directly linked to delivering great patient, customer, and employee experiences. In fact, research indicates that the best-performing companies are pulling away from the rest, widening the performance gap. They are doing this by creating a landscape where they deliver exceptional experiences to business partners and assurances to patients. These companies are the most profitable because they successfully adopt new technologies and deliver life-saving products and services more efficiently.

According to a July 2018 study by Forrester Consulting that was commissioned by SAP, more than other manufacturing companies, innovative companies are focused on digital priorities to help them achieve digital transformation.

Developing new drugs to treat and prevent diseases is a complicated process with varied manufacturing requirements. Traditional biotech approaches use recombinant proteins and monoclonal antibodies, which can’t get inside cells. So, diseases in which intracellular or transmembrane proteins are implicated can’t be drugged by these methods. To solve this problem, Moderna Therapeutics is pioneering a radical new technology. Using messenger RNA, which is a fundamental component of human biology, Moderna’s medicines can get inside cells and direct them to make proteins to prevent or fight diseases. This breakthrough may result in new treatments, help standardize manufacturing, and hopefully even get new drugs to market faster.
We believe life sciences companies will deliver personalized patient solutions, such as targeted therapy treatments, at scale and as a service in 2025.

Traditional blockbuster drug sales models will be supplanted with personalized therapy treatments, driving life sciences companies to evolve business models to more of a patient-lifecycle service-based context.

The nature of biopharma R&D and medical device design-engineering processes will transition to become increasingly patient-centric and compressed, with the intersection of technology and biology speeding up and decentralizing research opportunities across collaborative networks.

Traditional back-office functions such as finance, IT, HR, data management, and customer contact have matured into a single global business services organization that owns the value chain relationship and is the nerve center of noncommercial activities. Supply and logistics networks are flexible and agile.

Successful business model innovation, process optimization, and workforce productivity are directly linked in the goal to deliver great customer and employee experiences. Embracing the opportunities from new technologies and implementing the right business initiatives will be the foundation for a successful digital transformation and staying ahead of the innovation curve.
THREE PRIORITIES FOR SUCCESS

We have identified three strategic priorities necessary for life sciences companies to transform their business.

- IMPROVED PATIENT OUTCOMES
- ORGANIZATIONS COMPETING AS AN ECOSYSTEM
- DIGITAL SUPPLY CHAIN AND SMART FACTORY
IMPROVED PATIENT OUTCOMES

Identify patient segments and service them directly for greater holistic approaches that improve quality of life.

To keep the promises you make to your patients and to improve outcomes and adherence, it is imperative to understand patient populations down to a segment of one. Real-world data streams from patients’ smart devices provide greater accuracy and insights into patient conditions. This vast and rich data will allow companies to improve outcomes through enhanced service from many aspects of the business.

The Vision
In 2025, the strategic focus of life sciences companies will pivot around patient and provider needs. Patient and shareholder value will be linked and measured. Positive patient outcomes will drive organizational missions, alignment, and goals in addition to transforming employee behaviors in support of this strategy. Closer relationships with providers will improve patient engagements in closed-loop approaches (see Figure 1).

The Journey
Life sciences companies can start toward this goal by evolving their current R&D and commercial approaches by integrating real-world patient information into key business processes. Increasingly, threading these insights into commercial operations such as pricing and billing will drive revenue and growth, as true value-based models become a reality. Radical transformation of the supply chain and manufacturing processes will support greater agility in supporting personalized patient approaches and smaller product segments. This means their patients can be served seamlessly by hospitals and clinics for high-cost therapy, even with some disruption to the ways distribution models work through wholesale and retail chains. This situation will then be extended to include a real-time view of patients and their interactions with physicians to directly improve outcomes.

Figure 1: The Vision of Improved Patient Outcomes
Integrated, omnichannel, business-to-business sales solution for digital businesses

30% Of manufacturers will provide personalized dashboards for customers to schedule service, learn about products, and collaborate by 2023.

Life & Mobility worked with SAP to use Internet of Things capabilities and SAP Cloud Platform to develop a prototype for a smart wheelchair that can provide insight into the optimal sitting position, reducing the adverse effects of long-term wheelchair use and supporting its mission to enable greater freedom for those living with a disability.
Three Priorities for Success

Putting the end customer’s and patient’s points of view and their feedback at the center of every decision is a key prerequisite for success in the digital age. It means capturing feedback from both business-to-business (B2B) customers (wholesalers, retailers, hospitals) and patients. And it does not stop in the commercial department but also applies to how therapies are designed and how services are offered. Life sciences companies strive to become patient-centric enterprises, and the ability to focus on servicing valuable B2B customers is one of their key priorities. SAP S/4HANA® enables life sciences companies to prioritize customer orders more reliably and efficiently while providing valuable insights into the order management process to avoid delayed deliveries and to help ensure on-time delivery.

**TOP VALUE DRIVERS**

10%–20% Increase in revenue from new products

10%–20% Increase in customer satisfaction

Source: SAP Performance Benchmarking
ORGANIZATIONS COMPETING AS AN ECOSYSTEM

Drive down costs and improve efficiencies through collaboration with partners from across the health sciences network.

It will be difficult for one company alone to meet all the new patient expectations. So therapies and solutions will not be restricted to a company’s own products, but they will evolve into multibrand services and solutions.

The Vision
In 2025, life sciences companies will shift from being largely product centric to increasingly service centric, capitalizing on resources derived from the extended health ecosystem with a unified focus on successful patient outcomes. This requires end-to-end disease state management approaches across manufacturers, research organizations, regulatory bodies, and healthcare and insurance providers with aligned goal clarity (see Figure 3).

The Journey
Life sciences companies will start toward this goal by collaborating better with manufacturers and suppliers to ensure quality standards on ingredients, packaging, and finished products, based on the customer feedback to enrich their experience. Collaborating on product design across the extended network of research institutes, hospitals, and innovative startups will enrich products to meet patient needs and shorten time to market. Transforming to true value-based patient models will occur when collaboration across providers, insurance companies, and distributors aligns holistically.

Wockhardt is a leading Indian research-based global healthcare enterprise. It relies on scientific innovation to develop medicine that improves the quality of millions of people’s lives. Wockhardt is on a new journey for growth with SAP Enterprise Support services to improve business and system performance.
Global dynamics are elevating the need for a highly agile and efficient supplier network in the life sciences regulated environment. Safe digital and smart products are sourced and procured by life sciences companies. Outsourced manufacturing must be continuously monitored for quality adherence. This leads to increased use of digital technologies in the purchasing and quality departments. SAP S/4HANA enables life sciences companies to reimagine business transformation for source-to-pay and other collaborative scenarios, including full support of required serialization strategies.

**TOP VALUE DRIVERS**

- **20%–30%** Reduction in procurement costs
- **Up to 10%** Reduction in contract manufacturing costs
- **10%–20%** Reduction in manual rework through better collaboration

**Source:** SAP Performance Benchmarking
DIGITAL SUPPLY CHAIN AND SMART FACTORY

Ensure patient safety and brand protection while supporting personalized medicine segments of one.

Supply chains and manufacturing networks must be able to seamlessly execute different manufacturing strategies and respond directly to demand signals and customer orders. This requires increased automation on the shop floor, including continuous process verification; AI to check the status of chemical and biological reactions; warehouse functions through nonhuman interactions; and error reduction through automated processes such as e-labeling.

The Vision
In 2025, supply chains and manufacturing networks in life sciences companies will be modular and flexible, allowing the seamless execution of different manufacturing strategies. They will be directly connected to demand signals and allow for immediate execution of complex, multiple-attribute-driven customer orders. Increased automation on the shop floor with the use of collaborative robots (cobots), drones, augmented reality, and machine learning will increase efficiency even more. Through IoT technologies, supply chains and manufacturing operations will be completely transparent and managed on a global level. Supply chains will not only cater to a customer lot size of one but will also be managed and tracked at a product lot size of one (see Figure 2).

The Journey
Life sciences companies will start toward this goal by providing end-to-end traceability for finished goods at the item level of the packaging hierarchy. They will optimize supply chain transparency across the enterprise as well as “shop floor to top floor” connectivity for real-time visibility. Subsequent steps would extend cold chain and manufacturing capabilities by adding predictive and smart-device technologies. Planning and execution capabilities will be intelligently transformed by integrating multiple characteristics related to ingredients, and distribution constraints will connect manufacturing, logistics, and supply chains to fully support complex global demands.

Figure 2: Five Levels of Connectedness for the Digital Supply Chain and Smart Factories

- **1. Shop floor to top floor**
  - Intra-company vertical integration

- **2. Machine to machine**
  - Autonomous machines

- **3. E-commerce integration**
  - Direct integration of online configurators

- **4. Manufacturing collaboration**
  - Visibility
  - Genealogy
  - Quality
  - Kanban or direct replenishment

- **5. Machine cloud**
  - Predictive maintenance
  - Predictive quality

Pharmaceutical pioneer Boehringer Ingelheim decided to fight counterfeiters by harnessing digital technology with help from the SAP Innovative Business Solutions organization to establish a pharma network as an information collaboration hub for life sciences companies. Based on SAP Cloud Platform, this digital network links organizations right across the pharmaceutical supply chain – from manufacturers, logistics companies, and wholesalers to pharmacies and hospitals. By providing detailed track-and-trace information to all parties, the pharma network provides peace of mind that the drugs taken by patients are genuine and of the high quality expected from Boehringer Ingelheim.

Of manufacturers will have empowered shop-floor workers with augmented reality and virtual reality, intelligent apps, and cobots by 2021, thus achieving productivity gains of up to 7% and more-attractive work environments.  

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Three Priorities for Success

1. Providing solutions that precisely fit the needs of an individual has been commonplace in other industries, such as traditional assemble-to-order environments. Now, life sciences manufacturers must be able to capture personal customer requirements effectively and drive customization to give patients a drug tailored to their specific medical needs or genetic makeup.

2. Critical for this transformation is the ability to consistently manage the specifics of each order in every aspect of the patient-driven value chain. To do this, all patient, product, and process information must be kept in a single place, and all business processes – from initial therapy research and design through after-patient administration – must be effectively executed and closely monitored.

3. DIGITAL SUPPLY CHAIN AND SMART FACTORY

   LOT OR BATCH SIZE OF ONE

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   TRADITIONAL SCENARIO

   - Schedule and collect patient blood sample with hospital or clinic, and initiate manufacturing planning.
   - Hand over technical transfer and patient-specific specifications to manufacturing from product lifecycle management.
   - Disparate ERP systems for production, order processing, and shop-floor manufacturing, execution systems (MES) and customer ordering information result in a highly manual process.
   - Schedule a drug infusion for a patient in the hospital, and closely monitor controlled shipment temperatures and timing. This requires constant process monitoring.
   - A cumbersome chain of custody reporting for the drug’s status exists at any given time within the extended supply chain.

   NEW-WORLD SCENARIO

   - Role-specific user experience (UX) screens are to speed up the management and execution of patient visit scheduling from order management and manufacturing to delivery in an integrated process. Hospitals monitor patient state and condition and can send customer survey data for design improvement in the development process.
   - Handover of bill of materials to manufacturing and creation of work instructions happens in one integrated process, including closed-loop change management, for managing overall cycle time. Live material requirements planning enables insight to action in real time in one consistent user interface.
   - On-time delivery of the drug to the hospital site is coordinated with the physician so they can schedule the patient visit for the drug infusion and maintain customer satisfaction. Operational data is merged with experience data and draws insights into supply chain and cold chain logistics and distribution.
   - Digital manufacturing insights are available for continuous process verification, adhering to the regulatory needs around batch-process consistency to ensure correct patient-centric batch creation. Profitability reporting and analysis are done on actual data in real time for toll-manufacturing scenarios to optimize the supply chain.

   TOP VALUE DRIVERS

   - **10%–12%** Reduction in total logistics costs
   - **10%–20%** Increase in on-time deliveries
   - **Up to 10%** Reduction in total manufacturing costs

   Source: SAP Performance Benchmarking
The current pace of technological advancements has the most profound impact on enabling how life sciences companies transform themselves to respond to their patients’ and customers’ needs and to market trends.

Intelligent technologies promise to bring great benefits, such as productivity and efficiency gains, enabling innovative new business models and new revenue streams. The following intelligent technologies are instrumental in helping life sciences companies respond to market trends.

**Artificial Intelligence and Machine Learning**

Machine learning is one example of artificial intelligence that enables algorithms to “learn” from existing data and achieve the best possible outcomes without being explicitly programmed. Once the algorithm is trained, it can then predict future outcomes based on new data. Businesses can leverage these capabilities to eliminate repetitive manual tasks such as service ticket management by automatically determining classifications, routing, and responses, or by helping with understanding the human genome and how drugs are processed in the body.

**Advanced Analytics**

The integration of advanced analytics capabilities—including situational awareness—into applications enables business users to analyze data on the fly and drives better decision-making. Empowered users, benefiting from embedded analytics in business processes, can get real-time visibility into their changing environment, simulate the impact of business decisions, mitigate risk, and achieve better customer outcomes.

**Blockchain**

A relatively recent breakthrough technology, blockchain is revolutionizing the movement and storage of value by creating a chain of unalterable transactional data. The blockchain model of trust, through massively distributed digital consensus, could reshape supply chains and commerce across the entire digital economy, for example, tracing serialized products across the value chain to fight counterfeit drugs.

**Virtual and Augmented Reality**

Virtual reality—the use of digital technology to create immersive simulations—was once the stuff of science fiction. So was augmented reality, which lets users interact with digital content that’s overlaid on the real world. Already in use to help workers with difficult or infrequent maintenance activities, these technologies will become even more critical to attract and retain new talent.

**Conversational AI**

Advances in machine learning are enabling algorithms to become highly accurate in natural-language understanding and in image and voice recognition, especially useful in after-service and call-center activities. Voice interfaces will be the go-to technology for the next generation of applications, allowing for greater simplicity, mobility, and efficiency while increasing worker productivity and reducing the need for training.

**Robotic Process Automation**

Robotic process automation streamlines repetitive, rule-based processes and tasks in an enterprise and reduces cost through the use of software robots by replicating specific tasks or keystrokes.

**Data Platform to Manage Experiences**

In the digital economy, reducing the cycle time to sense, analyze, and respond is a big competitive differentiator. Leaders are interlocking the operational performance data, or O-data, from companies’ business systems (what is happening) with the experience data, or X-data, coming from customers and employees (why it is happening). The purpose is to improve customer and patient interactions, retention, products, and brands.

**The Internet of Things**

Advances in ubiquitous connectivity and edge computing are driving a step change in business productivity. This connectivity, coupled with artificial intelligence and machine learning, can analyze petabytes of data and affect business outcomes.

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**Key Technologies**

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Companies will become intelligent enterprises on three distinct tracks as they evolve their strategic priorities to match their company’s vision (see Figure 4).

1. **Optimize** what they already do by implementing a stable and scalable digital core to make processes more transparent and integrated.

2. **Extend** their current processes by connecting them to the real world using IoT technologies.

3. **Transform** their business using a constant stream of data, enabling new service-driven business models.

**Figure 4: Strategic Priorities Across the Maturity Framework**

<table>
<thead>
<tr>
<th>Optimize</th>
<th>Extend</th>
<th>Transform</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved patient outcomes</td>
<td>Connect to products in use by customers for insight into performance</td>
<td>Offer true 360-degree customer collaboration from demand to value</td>
</tr>
<tr>
<td>Organizations competing as an ecosystem</td>
<td>Extend sourcing with track-and-trace processes to capture new serialized information</td>
<td>Transform the value chain with machine learning for supplier simulation and pricing areas</td>
</tr>
<tr>
<td>Digital supply chain and smart factory</td>
<td>Increase machine-to-machine connectivity and collaboration</td>
<td>Enable a true hybrid production process</td>
</tr>
</tbody>
</table>

- **Create superior customer experiences through tailor-made solutions delivered at scale and as a service**
  - Customer for life and improved patient relationships
  - Shared risk and reward, value-based outcomes
  - Seamless omnichannel interactions
  - Modular supply chain and manufacturing
  - Direct connection to demand signals
  - Automated shop floor – cobots and drones

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EARLY DIGITAL ADOPTERS
LEAD THE WAY

How do you achieve these strategic priorities?

Start with reimagining your business together with your customers. Then, build a path for even more optimization and intelligent automation to simplify your business and free up resources to invest in even more digital transformation programs and find new business models and revenue streams.

According to a July 2018 study by Forrester Consulting that was commissioned by SAP, innovators focus more on digital priorities than others, enabling strategic benefits (see Figure 5).

**Figure 5: Innovators Enable Strategic Benefits by Focusing on Digital Priorities**

- **Improve customer engagement and user experience**
  - Innovators: 92%
  - Others: 69%

- **Improve ability to innovate**
  - Innovators: 89%
  - Others: 74%

- **Improve competitive advantage through next-generation industry processes**
  - Innovators: 91%
  - Others: 71%
Most organizations understand what is happening in their business, but they may not always know why. They know what’s happening because they have systems that capture operational data (O-data) – about their customer transactions, supply chain, manufacturing, spending, and the activities of their workforce. They can see that data through reports and dashboards. They can see trends and predict what will happen next.

But to influence what happens next, companies need data about the interactions that people have with their products and their business. Experience data (X-data) captures beliefs, emotions, opinions, and perceptions – “why” something is happening. And when companies know why something is happening, they can make an informed decision about the best way to respond.

To win in this experience economy, intelligent enterprises connect experiences with operations. They use both X-data and O-data to guide their business decisions. Intelligent enterprises collect insights from customers, employees, products, and brands at every touch point. They use powerful technologies to automate and integrate their data, processes, and applications, enabling them to sense risks, trends, and opportunities. And they act on this intelligence across every part of their business (see Figure 7).

Only SAP has the strategy, expertise, and solutions to deliver on this vision, enabling intelligent enterprises to turn insight into action.

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**Figure 7: SAP® Intelligent Enterprise Framework**

SAP’S FRAMEWORK FOR THE INTELLIGENT ENTERPRISE IN THE EXPERIENCE ECONOMY

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Getting There
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HOW TO PLAN YOUR PATH TO THE INTELLIGENT ENTERPRISE

In the digital economy, intelligent technologies and integrated business processes are now driving digital transformation.

To do this effectively requires an end-to-end plan for becoming an intelligent enterprise. (See Figure 7.) This includes creating an intelligent enterprise road map and implementation plan with proven best practices and deployment options that optimize for continuous innovation with a focus on intelligent outcomes.

To move forward with speed and agility, it helps to focus on live digital data and combine solution know-how and industry-specific process expertise with data analytics so that the right digital reference architecture is defined and delivered. In that context, a model-company approach is aimed at simplifying and increasing the speed of the digital transformation journey. Model companies represent the ideal form of standardization for a specific line of business or industry. They are built on preconfigured SAP solutions based on best practices supported by SAP, along with the business content that encompasses our experience and expertise relevant for the industry. They provide a comprehensive baseline and come with the accelerators to jump-start digital transformation projects.
Our comprehensive ecosystem for the life sciences industry offers:

- The Intelligent Enterprise as the overarching strategy to meet future requirements, providing:
  - SAP S/4HANA co-development programs for customers and partners
  - Industry co-innovation programs for industry-specific use cases
  - Delivery of enterprise-to-enterprise industry clouds
  - Thought leadership, evangelism, and enablement by industry through events, councils, and regular customer exchange

- Integration into a wide range of business services (such as laboratory information management systems, labeling systems, pharmaceutical manufacturing execution systems, maintenance calibration, and more)

- Open architecture, with a choice of hardware and software specifically designed to meet requirements

- Complementary and innovative third-party solutions to provide leading-edge and state-of-the-art technology

Our partner ecosystem includes, among others:

- accenture
- IBM
- Celonis
- Microsoft
- Capgemini
- Deloitte
- EY
- OpenText
- PwC
- Sodales Solutions
- msg
- itelligence
- all for one Group
- Cognizant
- Seidor
- tenthpin
- NTT DATA
- Infosys
- Droice Labs
- BH Consulting
- Atos
- Vistex
- edson
- The Hackett Group
- HCL
- Tata
- Movilias
- Fujitsu
- Syniti
- BSG Partners
- Inspire the Next
SAP IS COMMITTED TO INNOVATION

10-Year Innovation Vision
SAP delivers fully intelligent business solutions and networks that span across company boundaries and promote purpose-driven businesses. These solutions will be the most empathic symbiosis between machine intelligence and human ingenuity.

• Self-running enterprise systems
• Self-organizing business ecosystems
• New markets and business models

Comprehensive Industry Coverage
SAP enables comprehensive coverage of the complete life sciences value chain across the enterprise. With its clear industry road map, SAP is the partner of choice for the life sciences industry.

• More than 3,000 life sciences companies globally are innovating with SAP solutions
• 97% of life sciences companies in the Forbes Global 2000 are SAP customers
• All lines of business are supported on a single platform

Proven Services Offering
By bringing together world-class innovators, industry and emerging technology expertise, proven use cases, and design thinking methods, we help life sciences companies develop innovations that deliver impact at scale.

• Proven methodologies to drive innovation, from reimagining customer experiences to enhancing operations
• Innovation that is fueled through a managed innovation ecosystem from SAP
• Ability to build your own innovation capability and culture

SAP supports life sciences companies in becoming intelligent enterprises by providing integrated business applications that use intelligent technologies and experience management and can be extended on SAP Cloud Platform. The SAP HANA® Enterprise Cloud service can be used to deliver breakthrough business value.
Outlined below is external research that was used as supporting material for this paper.


Note: All sources cited as “SAP” or “SAP Performance Benchmarking” are based on our research with customers through our benchmarking program and other direct interactions with customers.