

# Pharmaceutical

## Overview

Pharmaceutical companies are challenged with driving new products to increase revenue and growth while improving innovation and preparing for new regulatory challenges in a global business environment. The need to deliver a larger portfolio of medicines and products to smaller segments of customers at a quicker pace while assuring superior patient outcomes is critical. Information technology can play an important role here by increasing the efficiency of IT resources, reducing costs while delivering improved performance, and shortening the time to market for the new products.

Riverbed® solutions can be strategic in helping the pharmaceutical industry shorten the time to market for the new drugs. Help the back end operations by letting the IT teams at these companies to maximize the IT resource utilization while reducing costs and meet various regulatory compliance mandates.

## Riverbed Solution

Pharmaceutical companies can spend upwards of 900 million dollars to develop a single drug that could take more than 15 years to develop. Riverbed can help speed data collection, regulatory reporting and ultimately speed the time to market. Riverbed has been helping 9 out of the top 10 pharmaceutical companies in the world to do all of the above and more while enabling them to reduce their operational expenses.

## Efficient IT Resource Utilization

IT organizations within a pharmaceutical companies are being asked to improve data collection, speed regulatory reporting and facilitate clinical project management—all while cutting operational costs. To meet these objectives, IT organizations are consolidating and virtualizing their infrastructure but this can have severe implications on the quality of network performance. How can companies deliver applications globally, have VoIP and video conferencing, replicate data, across their distributed locations?.

Riverbed solutions can provide track performance of applications, fine-tune them based on business priorities and deliver dramatic application performance across the broad range of applications that enterprises care about the most while increasing employee collaboration. Riverbed solutions reduce bandwidth utilization by 50-90 percent, and improve response times by as much as 100 times. Riverbed gives companies a complete solution to optimize their network and gain visibility into the top network challenges. During WAN optimization projects, companies can analyze what's on the network to discover optimization candidates, quantify optimization benefits, and plan for future growth.

## Reduce Cost

With high pressure on cost reduction and the need to show a positive bottom line, many are reducing infrastructure cost through outsourcing operations and consolidation. Companies need to constantly seek ways to increase their organization's efficiency and drive down operational costs. So they can focus funds on future growth, such as new drug development and product improvements.

Riverbed Technology enables pharmaceutical firms to dramatically cut costs across key areas of IT infrastructure, by improving application performance, providing complete network visibility and improving the end user experience and collaboration in the process. Riverbed solutions are the smart investment for organizations, even in tough economic times, because they drive significant cost savings that often pay for the investment in a matter of months<sup>1</sup>. Reducing bandwidth costs, enabling the successful consolidation of servers, storage and effectively replicating data, Riverbed is the essential solution for IT cost cutting.

## BENEFITS

- Improve data collection and speed up the regulatory reporting processes by delivering the highest performance across the Wide Area Network (WAN).
- Increase employee productivity and collaboration to speed time-to-market.
- Ensure risk mitigation and meet regulatory and compliance mandates.
- Lower Total Cost of Ownership and achieve

## Faster Time to Market

Due to high R&D costs along with time required for FDA filings, time to market is critical for the pharmaceutical industry. Seamless collaboration and fast access to data by a multitude of outsourced partners and employees in remote locations are essential to fast and efficient completion of development, clinical trials and successful regulatory acceptance of new products.

Riverbed Solutions enable fast and reliable access to R&D data and applications for employees wherever they are, delivering LAN-like performance without the need to upgrade the WAN. . This helps promote real-time collaboration, enables distributed collaboration, and streamlines communications. Riverbed solutions enable continuous, fast access to R&D data and collaboration tools for maximum productivity at each stage of the drug development process

## Why Riverbed?

Riverbed understands that pharmaceutical companies are constantly seeking innovative ways to cut operational costs and shorten time to market. By offering high levels of performance and improved end user experience IT organizations can play an increasingly critical role in ensuring that the business units at these Pharmaceutical companies achieve faster, cost-effective time-to-market.

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1 – IDC - Improving the Business Value of WAN Optimization

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## About Riverbed

Riverbed is the IT performance company. WAN optimization solutions from Riverbed liberate businesses from common IT constraints by increasing application performance, enabling consolidation, and providing enterprise-wide network and application visibility – all while eliminating the need to increase bandwidth, storage or servers. Thousands of companies trust Riverbed to deliver greater productivity and cost savings by making their IT infrastructure faster, less expensive and more responsive. Riverbed solutions are also available as managed services through select providers. Additional information about Riverbed (NASDAQ: RVBD) is available at [www.riverbed.com](http://www.riverbed.com).



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