

Leading Pharmaceutical Company Relies on Akamai Identity Cloud to Empower Health Care Providers With Easy Access to Resources



The Situation

A leading pharmaceutical company applies science and global resources to deliver therapies that extend and significantly improve people’s lives. The company strives to set the standard for quality, safety, and value in the discovery, development, and manufacture of health care products. Their global portfolio includes medicines and vaccines, as well as many of the world’s best-known consumer health care products. Company employees work across developed and emerging markets to advance wellness, prevention, treatments, and cures for the most feared diseases.

The Challenge and Goals

The pharmaceutical company collaborates with health care providers (HCPs), governments, and local communities to support and expand access to reliable, affordable health care around the world. However, geographic regulations for promoting products and services to HCPs affected the company’s goals to bring therapies to market quickly. The company needed a solution that would give HCPs seamless and secure access to its professional website to take advantage of prescription drug promotions, while remaining in compliance with specific country regulations. To meet these needs, the company required an enterprise-grade customer identity and access management (CIAM) solution.



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COMPANY

Global pharmaceutical company

INDUSTRY

Pharmaceutical

SOLUTION

Akamai Identity Cloud

KEY IMPACTS

- Brought new therapies to market faster
- Delivered sample medications to health care providers in days instead of weeks
- Improved patient care and enhanced quality of life

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Why Akamai Identity Cloud

The company selected Akamai Identity Cloud, which provided a fully branded registration solution for its professional website that included login workflows, single sign-on, authentication, password management, account creation flows, field validation, and more. Identity Cloud profile management features enable easy editing of profile information, while profile data storage automatically collects and stores HCP data in a flexible, unified cloud database.

Identity Cloud granted HCPs across the globe equal access to regulated medical resources, while meeting geographically diverse compliance standards. HCPs could obtain drug samples online in days – rather than weeks – through the secure site, thereby improving patient care and enhancing the quality of life for patients. Company representatives experienced productivity gains with fewer required visits to HCP offices to deliver drug samples and other resources.

Additionally, the ability of Identity Cloud to integrate with the company’s existing marketing technology platforms enabled the pharmaceutical company to personalize its marketing efforts to HCPs worldwide.



Akamai secures and delivers digital experiences for the world’s largest companies. Akamai’s intelligent edge platform surrounds everything, from the enterprise to the cloud, so customers and their businesses can be fast, smart, and secure. Top brands globally rely on Akamai to help them realize competitive advantage through agile solutions that extend the power of their multi-cloud architectures. Akamai keeps decisions, apps, and experiences closer to users than anyone – and attacks and threats far away. Akamai’s portfolio of edge security, web and mobile performance, enterprise access, and video delivery solutions is supported by unmatched customer service, analytics, and 24/7/365 monitoring. To learn why the world’s top brands trust Akamai, visit www.akamai.com, blogs.akamai.com, or @Akamai on Twitter. You can find our global contact information at www.akamai.com/locations. Published 04/19.