



5 TOP REALITIES

faced by the pharmaceutical industry as it goes global



Global clinical trials are underway, involving massive patient participation. Collaboration and selling routinely cross borders throughout every region of the world. Increasingly, pharmaceutical products are being sold online through worldwide e-commerce operations.

Clearly, **pharmaceutical companies** are going global. Going global means significant growth opportunities for pharmaceutical companies. Now you can take advantage of cost efficiencies, a wider range of resources, and faster time-to-market for emerging products. Key to this opportunity is an increased reliance on the Internet; transactions, communications, and business agility rely on fast, reliable, and secure service in order to remain competitive.

An increased reliance on the Internet presents unique challenges to pharmaceutical companies –

HERE ARE THE TOP FIVE:

-  **1. RESEARCHERS CAN'T AFFORD TO WAIT** – With drug development costs now averaging \$712,329 per day¹, even small delays in clinical trials significantly affect the bottom line. Despite the obvious benefits of having a global patient population involved in clinical trials, researchers simply cannot afford to rely on the unpredictable quality of the public Internet infrastructure found in far-flung areas. When forced to work with slow-performing clinical trial web apps, many researchers grow impatient and fail to enter trial data in a timely manner – or even at all. Clearly, this impacts quality and accuracy, slows down the research process and slows drug approval timelines. Global trials require global network integrity.
-  **2. UNRELIABLE INFRASTRUCTURE SLOWS DOWN BUSINESS** – Going global can open markets and shrink time to market – as long as there are no hiccups in your business infrastructure. As companies go global, they require consistency across their entire footprint, and weaknesses in local IT infrastructures create holdups that slow the entire business down. An agile, competitive global pharmaceutical company uses web-based collaboration tools, employs electronic data collection in remote regions, and utilizes seamless global supply-chain sites along with global patient, physician, and recruitment portals. Business can slow down globally when there's a regional network bottleneck; a [reliable cloud infrastructure](#) matters.
-  **3. SECURITY THREATS MULTIPLY** – Agile, global businesses are migrating more and more applications and business processes into the cloud. This means critical business functions are more vulnerable to [DDoS attacks](#), [SQL injections](#), and other data breaches. Clinical trial data, intellectual property, company communications, and other private material will be increasingly at risk of theft and compromise. While intolerable for nearly any company, this is especially of concern to pharmaceutical companies as they spread their business across borders, continents, and networks. Cyberattacks and data thefts can have catastrophic effects on the company's business and its brand – and standard data center security measures simply can't keep up with the rapidly evolving group of global bad actors. The increased visibility that comes with becoming a global brand requires sophisticated [web security](#) on a global scale.
-  **4. CUSTOMERS ARE IMPATIENT AND FICKLE** – A global pharmaceutical company increasingly relies on its website to convey its brand message and level of service. As a global company, its customers expect top-shelf service. That begins with a speedy response from every click, delivering compelling, rich, and informative content that rewards customers for choosing one company over another. Studies have repeatedly shown today's website visitors are impatient and expect minimal wait times for a website load. This is only multiplied for larger companies with a global presence. Unfortunately, poor connection speeds, low quality infrastructures, and varied mobile devices all affect performance, especially in remote areas. Customers blame a poor web experience on the company and will simply move on to a competitor if they don't get what they want right away.



5. GLOBALIZATION REQUIRES DECENTRALIZATION – Reaching out to a global audience creates massive opportunity and possibility. Spreading your reach can only increase business – but only when done right. Geography constrains communication, even on the Internet. The further away a user is from the website point of origin, the more likely they will experience sluggish Internet service. In businesses that are going global, many are finding out the hard way that data centers and critical web performance infrastructure can no longer be located at headquarters, but must be part of a fluid, worldwide presence. As business, clinical trials, and workforces become decentralized, so must the [Internet infrastructure](#). Building out proprietary data centers proves expensive, and it distracts from a pharmaceutical company’s primary mission. Best to work with an [expert Internet partner](#) for guidance.

HOW AKAMAI CAN HELP

Akamai makes the Internet fast, reliable, and secure the world over. By making the Internet business-ready for a global footprint, Akamai removes the complexities for pharmaceutical companies looking to do business worldwide.

- Akamai improves [web performance](#) for users in distant locations without requiring buildout of additional data centers.
- The Akamai network improves quality of service everywhere, even in remote areas.
- Akamai’s unmatched global [cloud security solutions](#) minimize vulnerability, helping to ensure that all pharmaceutical web apps and their data are fully secured.
- Akamai delivers fast, reliable, and secure website performance on all devices, connections, and locations worldwide – enabling a consistent web experience.

Results for pharmaceutical companies working with Akamai as they go global.



Increases of 100% to 200% in [website performance](#).



Reduction by 11% to 20% in [IT infrastructure](#) costs.



Employee troubleshooting time reduced by up to 20%.



A 100% increase in eliminated network downtime.



[Software download](#) times decreased by an average of 44% to 62%.



As the global leader in Content Delivery Network (CDN) services, Akamai makes the Internet fast, reliable and secure for its customers. The company’s advanced web performance, mobile performance, cloud security and media delivery solutions are revolutionizing how businesses optimize consumer, enterprise and entertainment experiences for any device, anywhere. To learn how Akamai solutions and its team of Internet experts are helping businesses move faster forward, please visit www.akamai.com or blogs.akamai.com, and follow @Akamai on Twitter.

Akamai is headquartered in Cambridge, Massachusetts in the United States with operations in more than 57 offices around the world. Our services and renowned customer care are designed to enable businesses to provide an unparalleled Internet experience for their customers worldwide. Addresses, phone numbers and contact information for all locations are listed on www.akamai.com/locations.

©2015 Akamai Technologies, Inc. All Rights Reserved. Reproduction in whole or in part in any form or medium without express written permission is prohibited. Akamai and the Akamai wave logo are registered trademarks. Other trademarks contained herein are the property of their respective owners. Akamai believes that the information in this publication is accurate as of its publication date; such information is subject to change without notice. Published 08/15.