

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. And going global requires an increased reliance on the Internet, which presents unique challenges to pharmaceutical companies.

HERE ARE THE TOP FIVE:

1

RESEARCHERS CAN'T AFFORD TO WAIT



Even small delays in clinical trials significantly affect the bottom line, and researchers simply won't wait on the unpredictable quality of the public Internet infrastructure found in far-flung areas. Global trials require global network integrity.



UNRELIABLE INFRASTRUCTURE SLOWS DOWN BUSINESS

2

Going global can open markets and shrink time to market, but business can slow down globally when there's a regional network bottleneck. A **reliable cloud infrastructure** matters.

3

SECURITY THREATS MULTIPLY



More and more applications and business processes are migrated into the cloud, and this means critical business functions are more vulnerable to **DDoS attacks, SQL injections**, and other data breaches. Cyberattacks and data thefts can have catastrophic effects on a company's business and its brand. The increased visibility that comes with becoming a global brand requires sophisticated security on a global scale.



CUSTOMERS ARE IMPATIENT AND FICKLE

4

A global pharmaceutical company increasingly relies on its website to convey its brand message and level of service. And as a global company, its customers expect top-shelf service. 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. 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.



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%.

