

Survey: Global Efficiency Held Back by Infrastructure Spend in Pharmaceutical Industry



Akamai Survey Shows Pharmaceutical Industry Looking for Global Employee Efficiency but may be Held Back by Heavy Infrastructure Investments.

Akamai recently surveyed 130 pharmaceutical company IT professionals to get a sense of how they use the Internet, what their priorities are, and their future spending plans. While some results were expected, we also identified some very surprising conclusions, which may foretell a significant clash in priorities as pharmaceutical companies expand their global presence and try to connect their employees, customers, and business partners around the world.

Seventy-three percent of respondents said that a significant benefit they achieve from Internet-based applications is the high level of employee efficiency they experience due to the ability to collaborate and conduct business globally. This is not unexpected, since the pharmaceutical industry is growing ever more global, and the Internet is the only realistic way to connect users all over the world.

What we found surprising was how many respondents rely on their own internal infrastructure to deliver Internet-based applications (77%). As Akamai recently highlighted in our whitepaper *The Challenges of Connecting Globally in the Pharmaceutical Industry*, one approach to connecting global users is to invest in private network infrastructure. This approach may address some performance and reliability issues presented by the Internet, which other options such as Application Delivery Controller (ADC) or WAN Optimization Controller (WOC) solutions do not. However, one very significant drawback of expanding a private network is that it does not scale. Access to applications is limited to end users on the private network, and this in turn prevents pharmaceutical

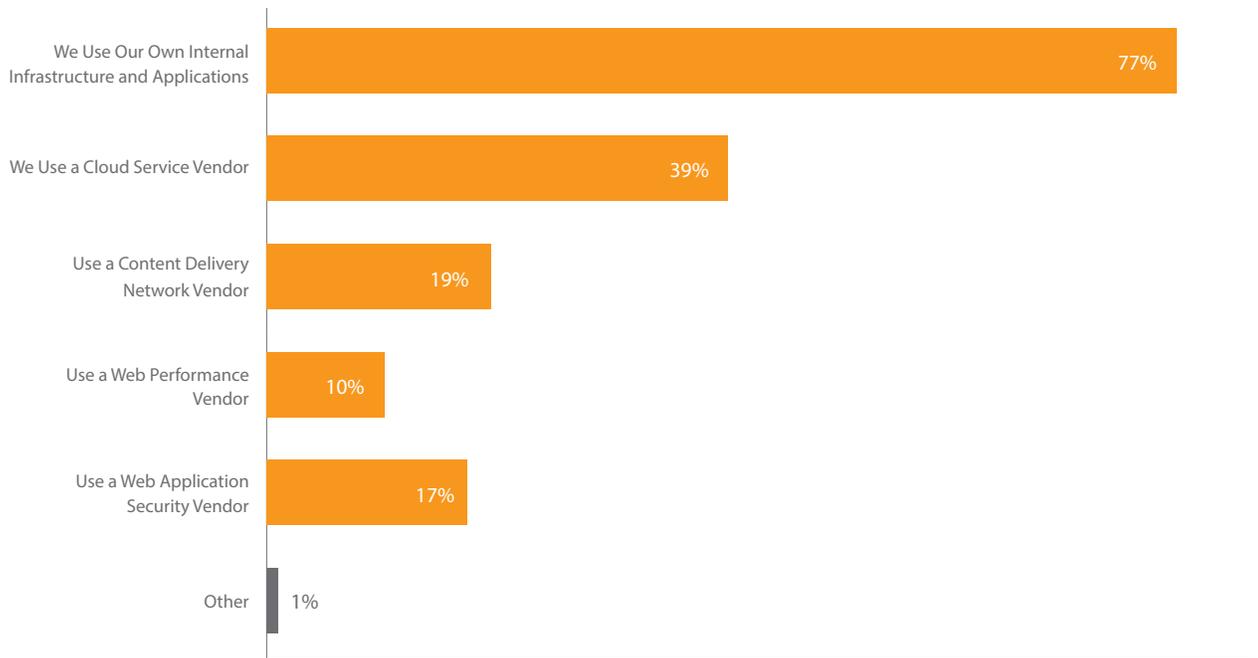
companies from leveraging the cost efficiencies and global scale of the Internet to connect global users. It becomes increasingly difficult and expensive to build infrastructure to allow all employees to have direct geographic proximity to the network. Both the initial infrastructure investment and ongoing maintenance make it increasingly difficult to connect employees as they become more and more disbursed into wider reaches of the globe.

These findings are made only more impactful when we see what aspects are most critical for the pharmaceutical industry's Internet applications: It's a 3-way tie in priorities between fast performance (67%), reliability (69%), and security (65%). It is very difficult and expensive to achieve all three of these priorities with a global private network infrastructure.

Our survey results seem to indicate the pharmaceutical industry is on the cusp of facing a harsh reality: Given the importance they place on employee connection and collaboration, the infrastructure investment they will be required to make could soon become cost-prohibitive.

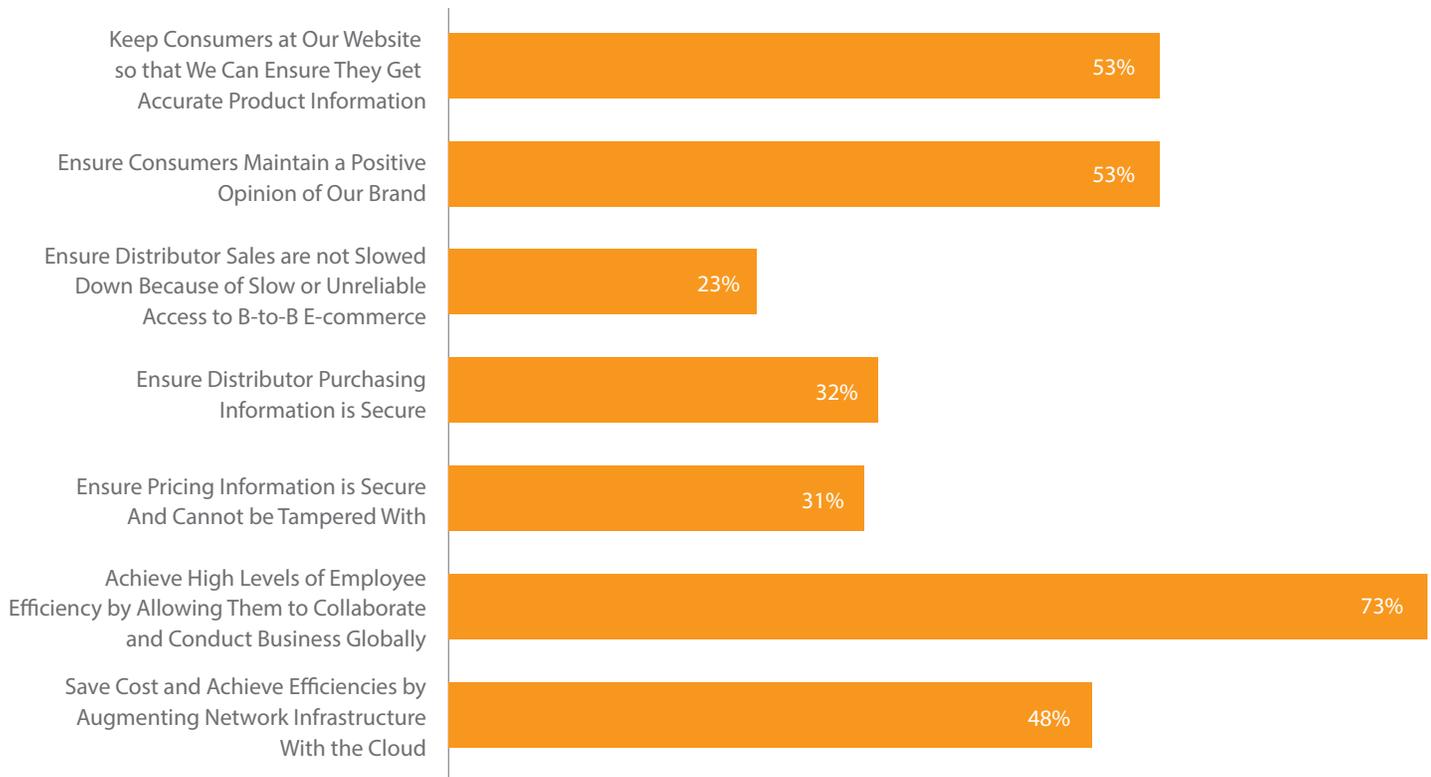
Here's hoping that despite these findings, pharmaceutical companies will take a clear look at what's coming and shift their spending plans accordingly before they make significant private network infrastructure investments that may not deliver the global efficiencies they are looking for. The industry is poised to mature to the next stage of going global, relying more on solutions such as cloud-based application delivery platforms to achieve efficiency and cost-effectiveness as they go global.

Which types of vendors are you using to deliver Internet-based applications and services today?



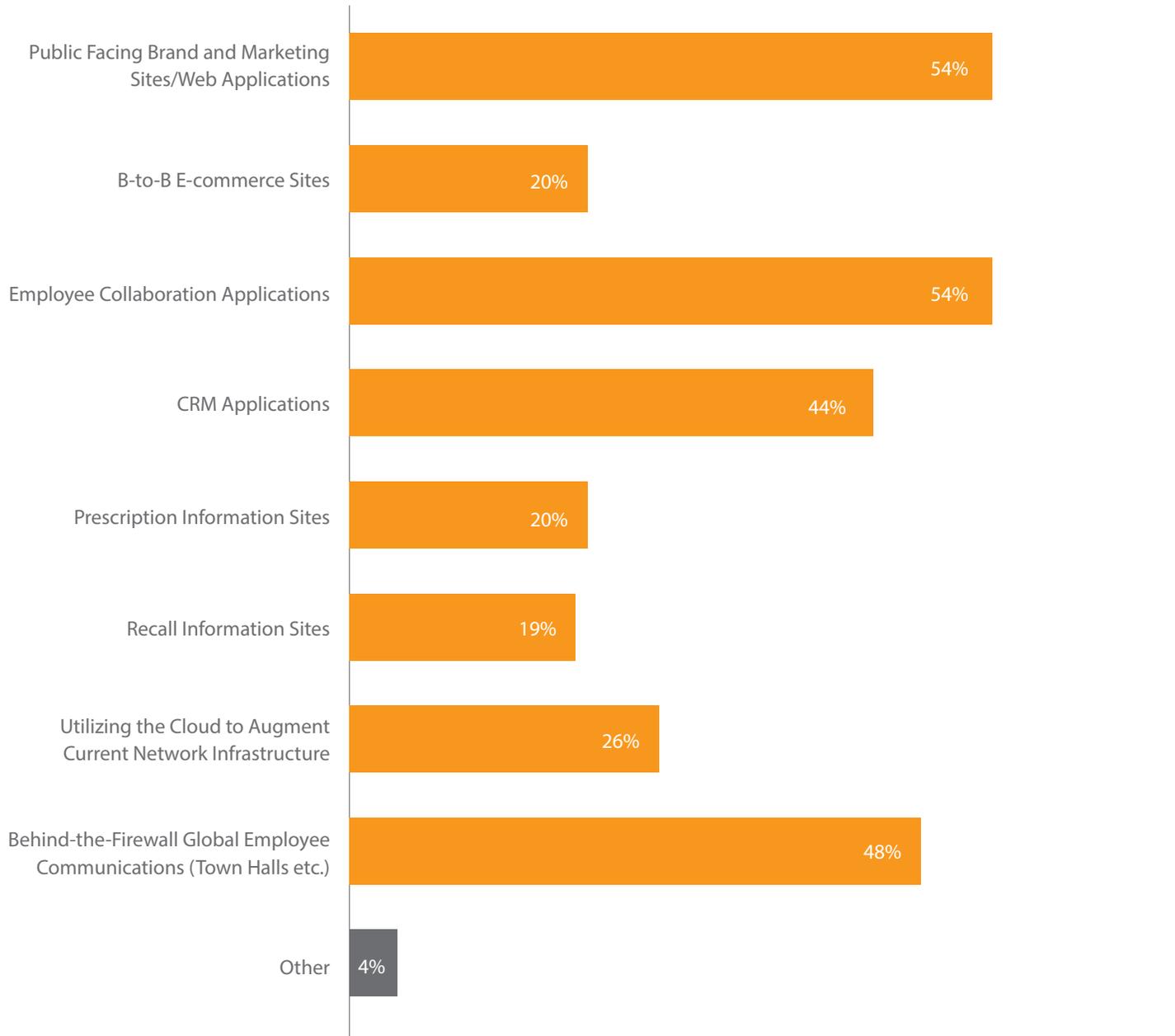
Source: TechValidate - <http://www.techvalidate.com/tvid/2A6-911-C08>

Which of the following benefits does your business derive from using Internet-based applications and services?



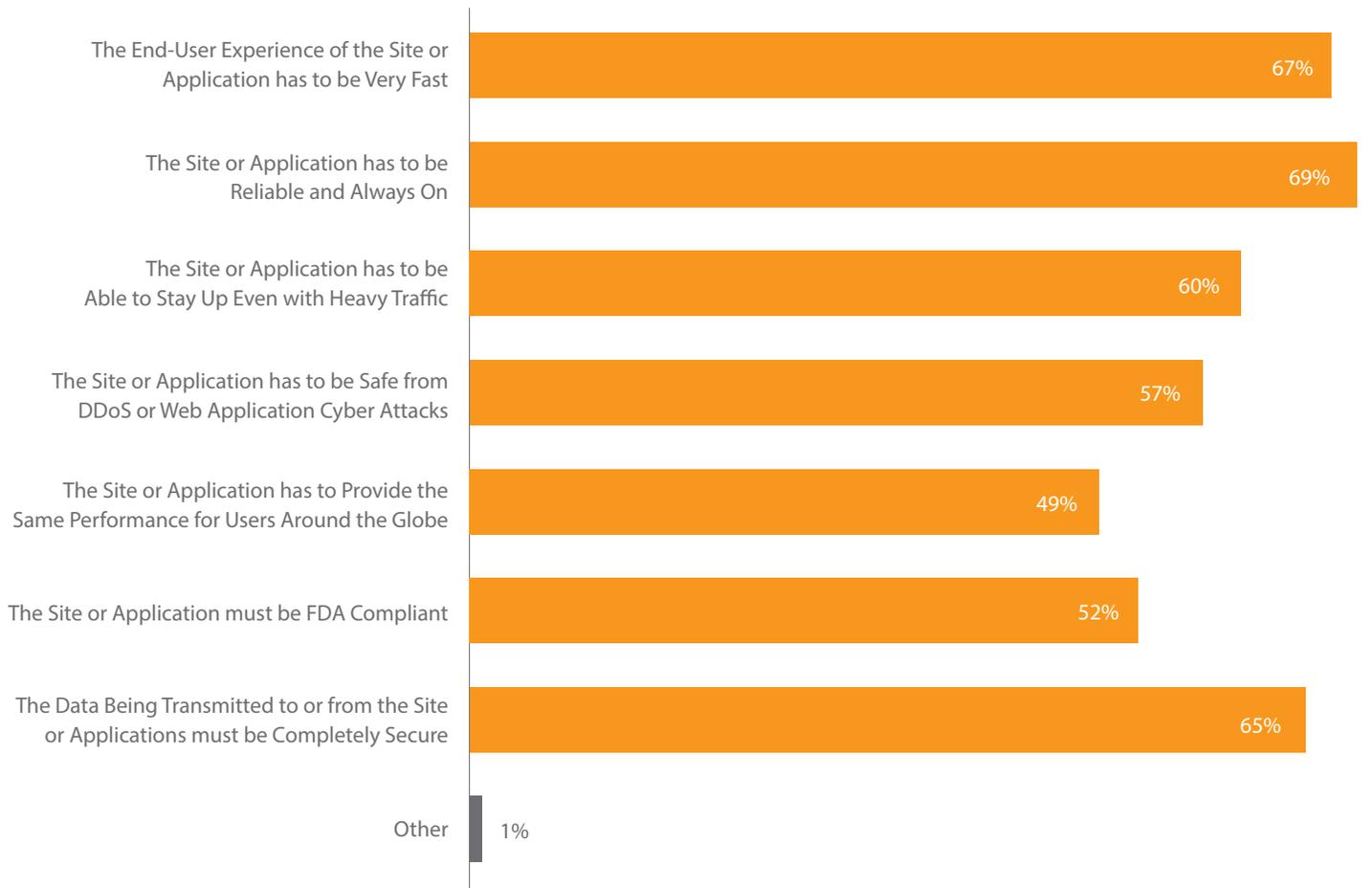
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Which of the following services and applications that depend on the Internet are important to your business?



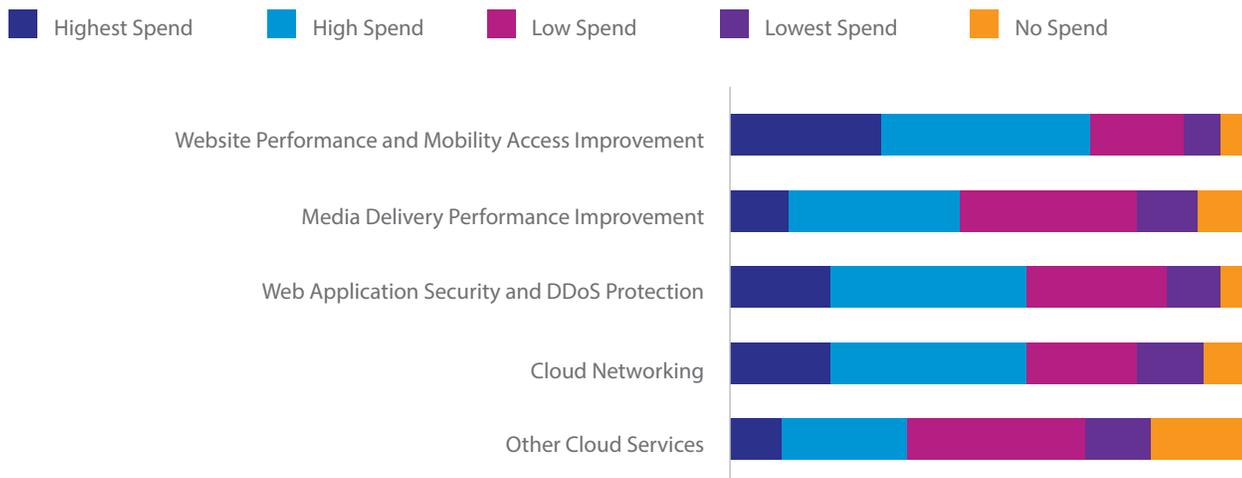
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Which of the following aspects are critical to the Internet sites and applications your business uses?

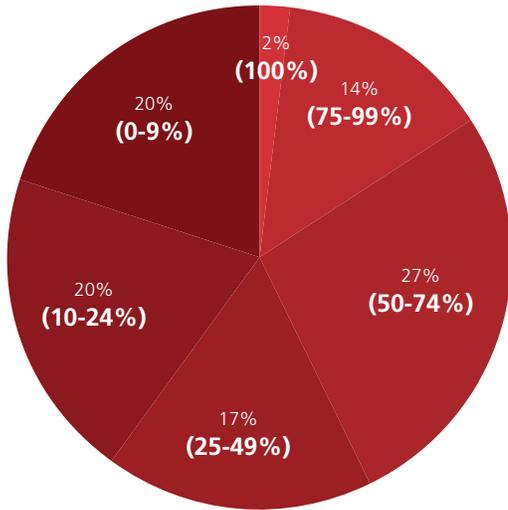


Source: TechValidate - <http://www.techvalidate.com/tvid/5BA-CEE-B20>

When thinking about Internet-related spending for your organization, indicate which areas you expect to spend the most in 2016 compared to those areas where you will spend the least:



Source: TechValidate - <http://www.techvalidate.com/tvid/DF6-27E-A3B>



What percentage of your infrastructure would you say will be migrated to the cloud within the next 2 years?

Source: TechValidate - <https://www.techvalidate.com/tvid/D20-4BF-28A>



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