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SUCCESS STORY

Biotechnology company

Industry
- Pharmaceutical

Solution
- OpenText™ Alloy™

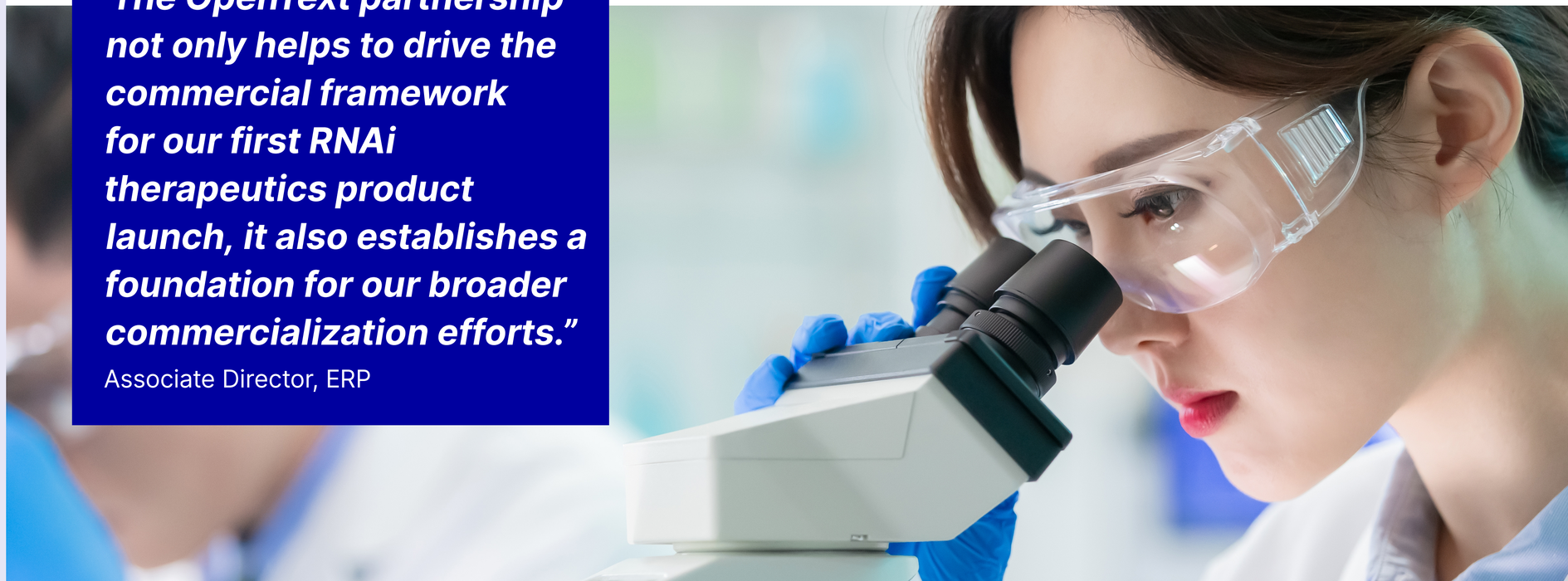
Services
- OpenText™ Managed Services

Biotechnology company innovates pharma commercialization engine

Leading biotech gains application integration to support critical commercial processes and leverages partner expertise to launch first drug with OpenText Alloy

"The OpenText partnership not only helps to drive the commercial framework for our first RNAi therapeutics product launch, it also establishes a foundation for our broader commercialization efforts."

Associate Director, ERP



Results

Enabled critical go-to-market processes for on-time product launch

Ensured built-in data harmonization, data exchange and analytics capabilities across the business

Leveraged OpenText expertise, reducing integration complexities and delivering faster time to value

One of the most promising and rapidly advancing frontiers in biology and drug development today is RNA interference (RNAi). Harnessing the natural biological process of RNAi occurring in cells enables development of a major new class of medicines, RNAi therapeutics. By silencing the genetic precursors that encode disease-causing proteins and prevent them from being made, RNAi therapeutics have the potential to transform the care of patients with genetic and other diseases.

This biotechnology company is the leading RNAi company on the forefront of this revolutionary approach to patient care. In advance of an FDA approval for the company's first commercial product, the rapidly growing biotech needed technology and processes to support growth at an accelerated pace as it prepared for launch.

Time was one of the biggest challenges faced by the biotech company. One year before its first product launch, the company began the process of finding a partner to provide and manage cloud-based integration services that could aggregate and harmonize disparate systems to support the unmet, emerging and quickly changing needs throughout all divisions of the growing company.

As the company prepared for the product launch, many new capabilities were being established in support of sales, customer service, human resources, finance and other functions related to bringing a product to market. New systems and vendors supporting core business functions were implemented to support continued and anticipated growth. The biotech company needed to find a trusted partner that could manage data integration services across on-premises and cloud-based applications.

Because the company was young, its information technology capabilities were expanded on cloud-based platforms. Any initial systems in place prior to this growth were focused mostly on research and development and very basic business operations.

The biotech company's vision of how a cloud-based, vendor managed, integration solution could be leveraged to address its business challenges in conjunction with OpenText experience in the Life Sciences industry were instrumental in meeting the aggressive schedule.

OpenText™ Alloy™ integrated the company's existing ERP, HCM and commercial network systems with the new applications. These data integrations support new and enhanced ERP and commercial processes, as well as analytics capabilities. The OpenText™ Managed Services delivery model, which includes integration and data management experts along with the Alloy platform, provides a faster time to value compared to traditional on-premises solutions managed by internal IT teams. A strong partnership and close collaboration enabled OpenText to accelerate efforts to meet the aggressive timelines.

In addition to integrating disparate and siloed systems and applications, Alloy is an essential part of the go-to-market process that enables critical business activities in all areas of the company. The managed service delivery model filled another need for the biotech company. OpenText took on the complex integration and data transformation required to enable their technology capabilities. Using a managed services approach allowed for robust data integration without requiring capital investment and additional headcount. Combining managed services with a data integration platform extends the company's resources, allowing employees to focus on business-critical functions.

"The Alloy micro-services-based architecture provides the flexibility to add to the integration platform in a way that easily meets changing needs."

Associate Director, ERP

The partnership between the biotech company and OpenText was not created to solve an information technology problem. From the company's perspective, integrating existing systems and adding new capabilities were the solution to a business problem. The ability to connect to a variety of data sources with built-in capabilities to harmonize and share data across business divisions provides the efficiency and transparency that the company sought. The additional compliance with HIPAA/HITECH, FDA 21 CFR Part 11, PCI DSS, Privacy Shield and more, and support for open standards, such as HL7, FHIR, IHE, SMART platforms and SAML, ensures added flexibility and security.

While the first year of partnership focused on the key components to launch the inaugural product and demands of a rapidly expanding company, plans include ongoing reviews of the roadmap and identifying next generation features to further enhance integration and data management capabilities.

In the competitive pharmaceutical market, the ability to flex and change quickly to meet new demands is critical for sustained success. ***"The OpenText partnership not only helps to drive the commercial framework for our first RNAi therapeutics product launch, it also establishes a foundation for our broader commercialization efforts,"*** noted the biotechnology company's associate director, ERP. ***"The Alloy micro-services-based architecture provides the flexibility to add to the integration platform in a way that easily meets changing needs."***

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

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