



### THE CHALLENGE

Divestitures and acquisitions spanning three different companies and two years, presented the most important franchise of a major Pharma company with over four hundred disparate sites, each with its own navigation scheme and no security model. Search was a non-starter, and it wasn't mobile ready. If you were lucky enough to find the document you were looking for, you couldn't be sure it was the only or most recent version. Worse yet, the franchise was out-of-compliance and in regulatory hot water since it couldn't demonstrate nor guarantee that commercial elements of its enterprise were barred from accessing forbidden medical content outside its purview.

### HOW PHARMICA HELPED

Interviews with key players quickly and comprehensively established major pain points and elicited usage patterns that formed the basis of site requirements captured in a URS and mockups. Probing for business goals provided the foundation of a taxonomy to improve content storage and search. A major process improvement was conceived, vetted, and implemented, forming the basis by which to establish a watertight security model and obviate regulatory risk. A simple and compelling site design resulted in a uniform, intuitive navigation scheme.

### LASTING RESULTS & RELATIONSHIPS

THE "team-in-name" began operating as one. Productivity gains from mobile accessibility and collaborative capability helped the team work together and share content easily, evidenced by 30% less email.

Your ideas and content are your most valuable assets. But when years of work, reams of documents, and dozens of sites start to pileup, finding your stuff feels like a second job.

Pharmica understands how to bring simplicity and organization to your content. We can arrange your content in a way which will feel like second nature. When the interface to find your stuff feels like it has disappeared and you're getting things done, you'll know you made the right choice.