Driving value
to deliver success

HPE Life Sciences Workplace and Mobility Solutions

Hewlett Packard
Enterprise

Life sciences is a fast-changing industry, in a workplace that's ever-more mobile. At Hewlett Packard Enterprise, we understand the fluidity of the life sciences business—and how to help your organization move with it.

Market realities challenge life sciences organizations: cost pressures driven by patent expiration, a changing regulatory environment, the need to engage in new ways with clients, and trying to find the next drug or innovation to grow. Driven by faster introductions of competing products and the emergence of generic drugs, competition within the industry continues to intensify. In addition to these factors, merger-and-acquisition activities continue to reshape the business landscape.

If that isn't enough, factor in sweeping healthcare reform, restricted sales access to doctors, and new pricing pressures, particularly from payers.

Increasing real-world pressures

That's a lot to wade through, much less address. To survive, life sciences organizations need to:

- Transform for long-term stability and success in a competitive marketplace

- Implement new business models that inspire innovation, collaboration, and better outcomes

- Reduce costs and enhance productivity across research and development, supply chain, manufacturing, distribution, sales, and support processes

- Reduce the average cost of a marketable drug by building a robust product pipeline, enhancing product introduction processes, and practicing sound portfolio management

- Manage compliance requirements effectively and efficiently

Taking a strategic approach

Work is not just at the desk anymore. Life sciences organizations, like most, are at a crossroads in IT user experience. Technology is evolving faster than any of them can keep up.

Our activities, data, applications, and devices all form the world where we live and work. They shape our lives. Employees want to work for a company that entices them with cutting-edge technology. They need to know their companies care, not only about their productivity, but also their happiness.

At home, every commercial, conversation, and website shows us endless possibilities of choices. People are using social forums, self-help, and advanced search capabilities to solve their problems and get answers. They choose the devices, operating systems, and applications that best fit their lifestyles. Why should work be any different?

With the HPE Life Sciences Mobility and Workplace portfolio, you can address the rapidly changing needs for an enterprise-grade, consumer-like experience. Built on a cloud-based service delivery model, Hewlett Packard Enterprise (HPE) has a path where personal choices are the standard, and flexibility and options are part of employees' ability to do their jobs.

Using our phased approach, your organization can transform from a legacy, user-support model into an environment where PC management and corporate device ownership are no longer requirements. It's an environment based on employee needs, regardless of the roles they play.

Insights

- Mobility is incredibly important to global organizations. Life sciences organizations need solutions that are as effective in emerging countries as they are in developed nations.

- Mobility solutions must be designed to reflect workforce segmentation, letting you segment the specific needs of your user population—manufacturing versus executive versus knowledge workers.

- It is critical that users have the same work experience as they have with their personal device.

- Life sciences organizations need scalable, flexible models that are as expansive as possible.

Get an environment where users mix and match their choice of consumer-like technologies, all running behind the scenes from a Hewlett Packard Enterprise secure cloud. Our vision blends consumer and enterprise services seamlessly to provide an individual fit.

The bring-your-own-device (BYOD) phenomenon of recent years has been a disruptive cultural change. Much like the transition from mainframes and centralized IT to desktop PCs and departmental IT, with centralized policies, we are now seeing the effects of any device and individual IT.

Keeping current with new technology is a guilty pleasure for many. Sometimes the practicality or usability of it falls short and leaves a company with increased support costs and lower employee productivity.

We have historically thought of work versus life balance from an employer-centric view. With the newly empowered employee, however, it is very apparent that they simply expect work life balance. So, we can no longer consider the only performance metric to be productivity. We need to consider experience and satisfaction as well.

Defining "life" today

With this in mind, the larger definition of "life" and the six distinct areas that help define it should be considered.

- **Activities—**This includes the productive tasks performed, and the work and processes needed, to support individuals and tasks.

- **Environment—**The days of a single desk and a nine-to-five job have disappeared for many of us. Common-use buildings now need to effectively support different activities.

- **People—**Millennials, like the previous generational change, bring their own ideas and expectations.

- **Data—**This includes the input and output necessary to derive insight and value—the raw material of productive activities.

- **Devices—**Access points and methods interface to applications and data.

- **Applications—**These include engines and tools.

Transforming to a new model

Our vision represents a transformation of traditional desk-centric models. It's about creating a flexible, cloud-based service delivery model, constantly infused with the best user experiences in consumer or enterprise spaces. This model enables rapid adoption of technologies, services, and features, while maximizing personalization and user productivity.

It is vastly different from today's model, where organizations research, select, and deploy the top enterprise solutions. These solutions, however, are frequently not integrated with one another. They are not necessarily served up from the cloud and do not take advantage of common solutions in the consumer world—the ones high on users' want list, already being used in their personal lives.

Critically, these solutions take an organizational point of view and miss the employee perspective, often delivering a less than optimal user experience or putting so many barriers in the way—under the guise of security—that the solution becomes unusable.

Today's users are looking for relevant IT services. They want services tailored to them— standard services that can be personalized to their needs when they want it. They expect to work away from the desktop, work on devices that ideally suit them, and have support services that fit their levels of competency.

Benefiting from global industry expertise

Pharmaceutical and life sciences organizations are working with HPE to enhance agility and improve performance so they can focus on accelerating their drug discovery and development processes. We offer global, integrated technology solutions that help reduce costs and drive efficiency and innovation.

Health and life sciences organizations rely on us for proven applications, business process, and infrastructure services. HPE builds on this value with strategic enterprise services—from cloud computing and hybrid delivery to mobility, security, and real-time analytics—and industry solutions that deliver more informed, decision-making capabilities.

These integrated capabilities open new pathways to collaboration. They encourage pharmaceutical companies to talk to providers, and providers to talk to health plans and government health and human services agencies, so they all can communicate effectively with consumers.

Gaining solutions that work

When faced with so much work, it's best to divide and conquer, sizing up what's needed. At Hewlett Packard Enterprise, strategic priorities for mobility and workplace fall into three categories.

The first category is workplace management and support, which includes:

• Optimized client virtualization

• User experience and self service

• Multiple operating systems

The second is unified communications and collaboration:

• Unified communications

• Messaging

• Collaboration services

The third is mobile enterprise:

• Managed mobility services

• Mobile application services

Driving workplace value

Given the pressures and market realities worldwide, Hewlett Packard Enterprise has developed a series of workplace value drivers that can shape business outcomes and help deliver success. They include:

• HPE Customer Experience, with the choice and personalization in channel of service— and not just voice and dispatch

• Rich suite of collaboration tools—anyplace, anywhere, and any platform, including BYOD, iPad®, and more—and any entity, such as partners and alliances

• Global scale, doing business in more than 90 countries

• Secure and compliant to life sciences' needs, with a wide range of Hewlett Packard Enterprise support systems

• Tailored service to handle specific roles and functions

• Flexibility to on- and off-board volumes and scope as business changes, such as mergers and acquisitions

• HPE Labs and Chief Technology Officer Network

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