Pharmaceutical companies need every possible advantage to develop new drugs, conduct trials more quickly, maintain high standards for process and data compliance, obtain regulatory approvals, and establish a strong position in the marketplace – all before competition overtakes you. Improving communications and collaboration can help your pharmaceutical company achieve your business objectives by not only reducing costs but making your workforce more agile and productive.

AT&T Unified Communications Services (UC Services) is a cloud-based, as-a-service communication and collaboration solution that accelerates your business processes with customers, vendors and strategic partners across your pharmaceutical ecosystem. By removing communication blocks, you increase employee productivity and help improve all functions, including R&D, production, sales and marketing. AT&T UC Services integrates multiple communications and collaboration tools with presence information delivered on a single user interface and makes them easily accessible via the AT&T cloud:

• IM/Chat
• Email integration
• Mobility
• VoIP calling
• Web/audio conferencing
• Video conferencing
• Presence awareness
• Shared calendar
• Unified messaging
• Voicemail

Accelerating time to market is a key success criteria for many pharmaceutical companies. Shortening the product development cycle ensures that companies benefit from the limited patent life that is typical for new drugs, and are compensated for the costs that are incurred during the developmental phase. Unified Communications (UC) solutions, including web and video conferencing technology, enable virtual face-to-face meetings.

Our UC solutions available via the cloud, enable organizations using Cisco Jabber® or Microsoft Lync to integrate with AT&T UC Voice and AT&T Conferencing to bring together telephony, conferencing and collaboration tools in a single offering. And, by using AT&T UC Federation services, we can give internal teams using supported platforms the flexibility to collaborate within their ecosystem of customers, suppliers and partners, even if they are using communications solutions from multiple suppliers.

UC solutions allow pharmaceutical companies to accelerate drug development by:

• Enabling face-to-face communication with remote parties during the crucial drug trial process.
• Enhancing the quality and speed of decision-making, resulting in a reduction in travel related time and expenses.
• Facilitating training, project reviews, and remote trial observation.
• Allowing experts to collaborate more frequently with global subsidiaries.

To learn more about AT&T UC Services, visit www.att.com/uc-services or have us contact you.
The real time collaboration made possible by UC solutions allows pharmaceutical companies to more effectively partner with colleagues, globally, on research, promotion, and dissemination of new products. By enabling pharmaceuticals to bring products to market more quickly and efficiently, these companies realize revenue and profits earlier in the product development phase.

Pharmaceutical Challenges
You probably face these critical issues every day, and AT&T UC Services can help you:

- Facilitate the ability of researchers and other participants to hold web conferences with physicians, patients and government agencies, reducing the need for travel.
- Streamline clinical trials by:
  - Improving the selection of qualified staff for clinical investigation
  - Improving participation in trial reviews
  - Enabling external investigators to participate in trial reviews
  - Managing trial fulfillment
- Manage data and processes by:
  - Developing and communicating corporate and regulatory operating procedures to employees and investigators engaged in clinical activities
- Boost marketing and sales effectiveness by:
  - Marketing effectively to healthcare organizations, practitioners, hospitals, pharmacies and, increasingly, consumers to ensure acceptance of your products
  - Making successful formulary reviews
- Deliver operations enhancements by:
  - Saving on travel costs
  - Training for new IT systems
- Encourage real-time global collaboration by:
  - Managing international teams and partnerships
  - Hosting town hall meetings

Deliver global training that’s engaging, immediate, and can be recorded for on-demand playback, saving on travel budgets and carbon emissions.

Strengthen Your Organization

UC for the Board Room
Senior Management Communications Can Help Improve Company Performance: Sharing timely information across your organization can enable better-informed decision making at every level and bring better alignment of corporate efforts.

- Do you need to convene an urgent executive meeting to discuss a crisis? The CEO hears that a competitor will soon have regulatory approval to launch a product that competes directly with one of the company’s leading brands. The CEO consults his senior team to plan their media and investor response. Several executives are traveling, but all are shown on presence to be available. The CEO’s assistant creates an ad hoc web conference and the executives swiftly join in from their respective locations. The CEO shares a visual of what is known to date about the competitor’s product while an assistant records suggestions on the web conferencing whiteboard as they chart a response.

R&D
Communications and Collaboration Across Your Organization Can Help Improve New Business Concepts and Planning: Every phase of product development, from concept, R&D, to trials, gathering responses, and implementing regulated procedures takes time and effort. Any confusion can cause delay resulting in slippages of the drug launch. Professionals around the world can work collaboratively to ensure that a project stays on schedule. With unified communications, teams can communicate readily, noting availability with presence and the ability to communicate with single number reach, and collaborate quickly using a PC or smart device. Benefits can include:

- Faster completion of projects.
- Higher-quality input, discussions, and outcomes.
- More effective decision-making by those implementing decisions.
- Selecting qualified staff, both internal and contracted, for clinical investigations can be accelerated – reducing the time to set up new trials.
- Do you have widely dispersed R&D teams that will innovate better and faster through ongoing collaboration? The R&D manager hosts a web conference with video to introduce all R&D team members and help build relationships across the globe. Team members can present and discuss the latest drug trial results in real-time. Participants can see everyone else, see who’s talking, share data and visuals, use the white board feature to diagram suggestions, exchange private and public notes, and answer polls.
Regulatory Approvals
Convenient Communications with Regulatory Authorities Can Help Smooth the Way for Validations and Inspections: Proactive communications with regulators can keep them fully informed and help build trust. Plus, with high regulatory staff turnover, your R&D team may need to open the lines of communication early and often.

- Do You Want to Be Able to Schedule a Meeting with Inspectors Sooner? The R&D manager invites the regulators to a web conference with video to discuss planned processes. The regulators and R&D manager can see each other, as well as the chief scientist and manufacturing manager, who are able to join the conference from remote locations. The R&D manager describes the proposed manufacturing process. The R&D manager is the host of the web conference. After doing a roll call, he realizes that the manufacturing manager is not present and her input is critical to the discussion. On the fly, the R&D manager sees that her presence on AT&T UC client is busy. However, he IMs her, and asks her if she’s joining the meeting. She replies that she just completed an urgent call and will be joining conference right away. By the end of the web conference, the regulators are satisfied with the plan and schedule a visit to the manufacturing facility.

Supply Chain
Reducing Uncertainty Accelerates the Supply Chain: When time-sensitive deliveries are delayed, the impact on the production line can be catastrophic. Presence information, Single Number Reach (SNR) and instant messaging (IM) enable more efficient communications along the supply chain and help your teams head off problems.

- Do you want to be alerted to potential problems before they happen? The supply team receives a heads-up email from a strategic partner of a delivery delay of an API (Active Pharmaceutical Ingredient). A team member calls VP of production using Single Number Reach (SNR), which rings in his office, on his mobile, and at his home. The VP picks up the call on his smartphone, excuses himself from a meeting, and takes the call. When he hears the news, he immediately promotes the call to a web conference using his AT&T UC client, so he can see the exact text of the email. More team members are invited and join the web conference from their PCs or mobile devices. They brainstorm a response to their partner and draft a contingency plan to the possible delay.

Sales & Marketing
Clear Marketing Communications with Healthcare Organizations, Practitioners, Hospitals, and Pharmacies Can Help Ensure Product Acceptance. Dozens of trips over many months may be necessary to reach and educate the decision makers of just one healthcare provider before a new drug is accepted into the group’s formulary. Without acceptance by healthcare plans, the drug would be unfunded for consumers, dramatically reducing its sales potential. The sales and marketing teams need to be fully trained and have the tools to deliver a clear, consistent, and compelling message.

- Do you want faster and less expensive marketing? A formulary review for coverage of a new drug is nearing the final stages of completion. It is evident that evaluators have been making their decision with incomplete information. Although a face-to-face meeting request would likely be declined, a request for a virtual meeting is accepted. The evaluators can enable a web conference and connect with a single mouse-click. The internal pharma experts from across the company were able to attend and provide detailed information. The presentation makes such a positive impression that one of the evaluators promises to disseminate the data to the providers’ entire review team in order to ensure everyone’s understanding of the product.

Quickly Assembling the Right Team of Experts Can Help Make a Sale: Account managers can pull an expert onto a web conference with a prospective customer for a collaborative meeting with just a quick point-and-click on their PC.

- Do doctors sometimes ask your salespeople questions they can’t answer? A department head at a teaching hospital needs trial information the salesperson cannot supply. The salesperson checks the presence of the lead expert for this drug. He is available and the salesperson sends him an instant message with the customer’s question and a web conference invitation. Within minutes, the expert joins the conference and answers the question with complete authority.

Summary
To deliver superior quality, pharmaceutical firms need to help their global employees collaborate efficiently. This facilitates greater accuracy, better decision-making, faster responses, and increased productivity for all workers. The many benefits for UC include:

- Accelerate research and clinical process improvements with real-time collaboration across functional teams.
- Strengthen relationships and shorten product cycles within the organization.
- Streamline the clinical trial process using unified communications.
- Reduce travel and carbon emissions by utilizing web conferencing for face to face product reviews.
- Improve marketing and sales effectiveness by delivering timely product information to global teams virtually.

Choose AT&T for Enterprise-Class UC
With our depth and breadth of unified communications, telephony, system integration, and cloud-hosting expertise, AT&T can be your single point of responsibility for a multi-vendor UC platform. Our hybrid architecture approach and mobile-centric design can help you protect existing investments while we deliver cloud-based UC and telephony services to your team in many locations.

To learn more about AT&T UC Services, visit www.att.com/uc-services or have us contact you.
• A single point of responsibility: AT&T offers a complete UC and telephony solution – from planning, implementation, application functionality and voice services, to network transport, security, monitoring and management, billing, customer care, delivery, and ongoing support.

• Preserve existing investments: A hybrid architecture approach including multi-vendor system integration with prem-based or managed components from multiple vendors.

• UC Services provides carrier-grade quality:
  - Network engineered for 99.99% availability
  - Built-in geographic redundancy via dispersed global data centers
  - Automatic disaster recovery within the core network

• Mobility expertise and services, for full functionality across diverse platforms, networks, and OSS: BlackBerry®, iPhone®, Android™, iPad®, Netbook, more.

• Flexibility: An “as you need it,” pay-per-seat pricing model that reduces capex and makes AT&T UC Services an operating expense.

Rely on a Trusted Leader
As AT&T continues to break new ground and develop new solutions that enhance the educational process and experience, it is focused on delivering the high-quality customer service that is its heritage.

For more information and timely news contact your AT&T Representative or visit us at www.att.com/uc-services