

# Streamlining Artwork Management and Accelerating Product Launch for Global Pharmaceutical Giant

## Challenges

A leading global pharmaceutical company, faced challenges with its traditional paper-based artwork management system. This included:

- **Error-prone processes:** Manual data entry and version control led to inconsistencies and errors in artwork labeling and packaging.
- **Slow approval cycles:** The paper-based approval workflow was cumbersome and time-consuming, delaying product launches.
- **Limited collaboration:** Global teams struggled to collaborate effectively due to difficulties accessing and sharing artwork files.
- **Compliance concerns:** Ensuring artwork adherence to diverse regulatory requirements across international markets was difficult.

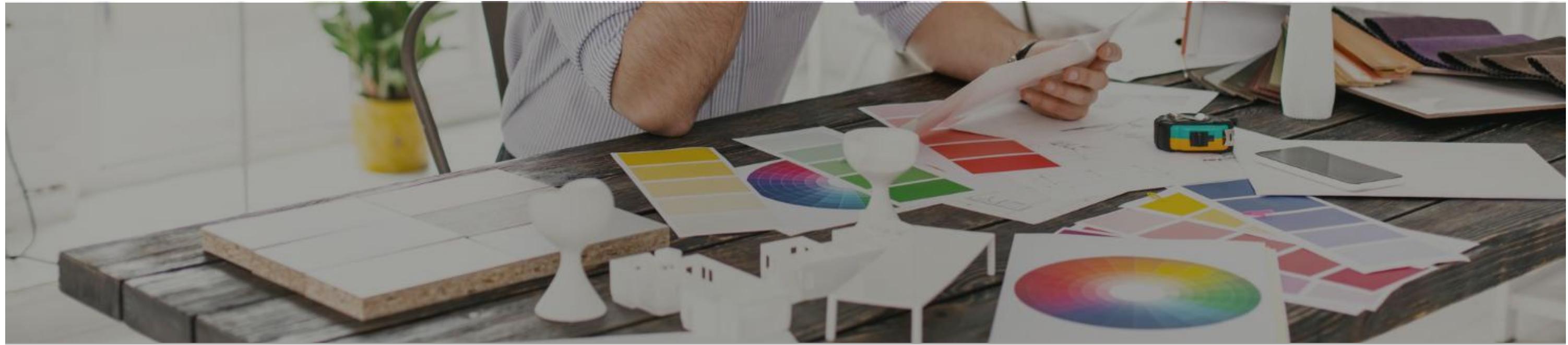
## Solution

Pharmaceuticals implemented a cloud-based Artwork Management Software (AMS) solution.



## Results:

- ▶ **Reduced Errors:** Automated workflows and version control features minimized errors in artwork creation and approval processes.
- ▶ **Faster Approvals:** The AMS facilitated a streamlined electronic approval process, significantly speeding up product launch timelines.
- ▶ **Enhanced Collaboration:** Real-time access and easy file sharing within the AMS platform fostered seamless collaboration between internal and external stakeholders.
- ▶ **Improved Compliance:** Built-in regulatory checks and centralized document storage ensured artwork compliance with international regulations.



## Quantifiable Benefits:

- ▶ 30% reduction in artwork errors
- ▶ 40% faster product launch times
- ▶ Improved communication and collaboration across global teams
- ▶ Enhanced regulatory compliance posture

## Success Story

Pharmaceuticals' successful implementation of a cloud-based AMS demonstrates the transformative power of this technology. By leveraging the benefits of a centralized platform, automated workflows, and regulatory compliance tools, pharmaceutical companies can achieve significant improvements in efficiency, reduce costs, and ensure consistent brand messaging across global markets.

- A Blueprint for Others

