

“GSK Executives recognised that adopting new standard operating procedures and underpinning them with a robust software system would deliver immense value for our business. We saw the opportunity to create a far more efficient process, and to collaborate more effectively across the medical and marketing teams. The Orbis Marketing solution was chosen due to its flexibility and suitability to GSK’s needs. As our partner on this project, Orbis has been reliable, flexible and has collaborated well with all GSK teams.”

Dr. Michael Elliott
Vice President & Area Medical Director,
Australasia & Asia Pacific



KEY FACTS

- **Review and approval cycle reduced by 80%**
- **Significant improvement in compliance management**
- **Faster reaction to competitive and regulatory actions**

GLAXOSMITHKLINE

GlaxoSmithKline (GSK) is one of the largest global pharmaceutical companies. The GSK brand and product portfolio is extensive, and the Marketing teams operate in a highly competitive environment. Marketing thus produces thousands of promotional pieces every year. GSK operates in one of the most regulated and compliance-laden industries, so controls are an integral part of the marketing process. Maintaining regulatory controls while improving efficiency for all teams is challenging, but has significant value and returns for GSK. Most importantly, collaboration between Medical, Marketing, Regulatory and other teams is critical to success.

BUSINESS CHALLENGE

Every new marketing and sales piece needed to be approved by a number of dispersed managers, and would typically go through three to five versions prior to being signed off. With many Executives travelling, it was difficult to know documents had been approved, and approvals were taking 10 - 12 days on average. Additionally, more than 90% of approvals submitted by Marketing did not contain mandatory information to meet industry code of conduct regulations. This meant unnecessary reworks in the approval process, as well as more time required by medical, legal and compliance teams. The potential resulting issues could be damaging:

- Lost competitive advantage due to consistent and regular compliance issues in marketing pieces delaying sales efforts
- Recalls and product re-prints, which led to very high and unnecessary costs
- High legal costs and fines due to non-compliance

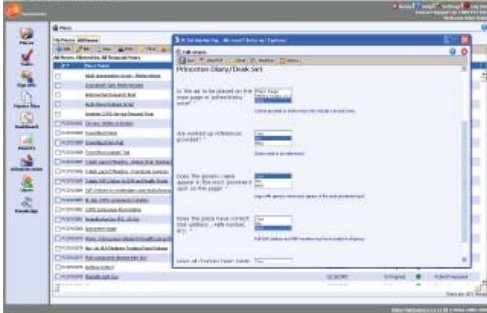
SOLUTION

Importantly, the Executives from the Medical and Marketing areas recognised a software solution would support complex issues involving multiple teams. GSK chose to use a Lean Sigma approach to analyse the issues and develop a long term solution that supports the needs of a global company of their size.

From the Lean Sigma process, a new Standard Operating Procedure (SOP) was created and an RFP produced to select a technology partner. The company chose Orbis' flagship software product, *Orbis Marketing™*, based on its ease of use, robust workflow engine, superior scalability and also Orbis' experience and understanding of GSK's specific challenges.

Orbis Marketing™ screen shots:

Fig 1. Marketing Workflow Compliance Checklist

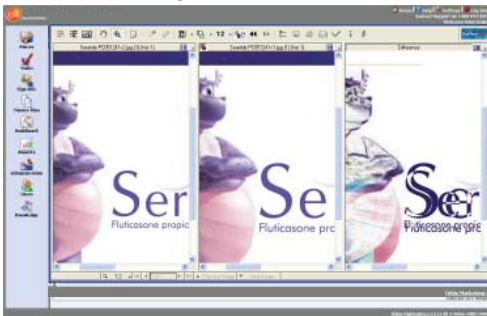


It was recognised early that a Change Management program was vital to achieving the objectives of the business. A Restricted User Group (RUG) delivered important feedback and configuration changes, before all users were comprehensively trained. Furthermore, implementation of the new software and SOP was combined so that users were able to proceed with their work immediately.

All pieces and communications produced are now managed and approved through the Orbis Marketing modules and tools:

Marketing Workflow Management – when a new piece is submitted, Marketers complete thorough compliance checklists and briefing forms prior to sending for approval. The system automatically routes and notifies approvers, and all comments are captured online.

Fig 2. Reviewers tools



Reviewers tools – multiple reviewers are able to annotate on one file using the Orbis text and graphics proofing component. Using the Orbis Marketing file comparison tools, reviewers save many hours and perform far more accurate reviews.

Marketing Knowledge Centre – all references, research and artwork are stored and managed in the client's Marketing Knowledge Centre. This saves thousands of hours for staff annually, and provides high flexibility in managing the client's supply chain partners.

Fig 3. Marketing Knowledge Centre



BENEFITS

Working with Orbis, GSK developed a "Value Realisation Plan" to measure specific benefits delivered by the Orbis Marketing solution. There are four specific areas of value:

- Review and approval **cycle reduced by 80%**
- Over **90% of pieces** have standard compliance information checked before formal approval is sought
- Reduced hard costs
- Complete audit controls throughout the system
- Faster reaction to competitive and regulatory actions.
- GSK has expanded the geographical scope of the system to their Consumer division and other International Pharmaceutical markets.