

# Running a digital factory for a pharma major



## Business Need

- Need to optimize media assets
- Fragmented process for marketing production
- Need to reduce dependency on advertising agencies
- Scalability across complexity levels and media outputs
- High development costs



## Genpact Solution

- “Pay-as-you-go” creative production factory model—print, web and digital services offering from a centralized offshore hub.
- Key project highlights:
  - 300+ projects across media through On-Demand Hub model
  - Task Workflow System—from project planning, dashboards and reporting to creative visualization and real-time access to deliverables
  - Dedicated offshore hub—ability to scale across volume, languages, complexity levels, media type
  - Creative standardization—quality templates, checklists, Performance Support Tools



## Business Impact

- 50% cost benefits through standardization, process improvement, access to assets and reduced dependency on agencies
- Optimized assets—reusability and asset library
- Process & workflow for all media outputs

