

ISELIN, N.J., Oct. 1, 2013 /PRNewswire-iReach/ -- Indegene (www.indegene.com), a leading provider of R&D, commercial, and marketing solutions to top global pharmaceutical and healthcare organizations, today announced the launch of IndegeneConnect™ — a cloud-based digital asset production, collaboration, and workflow management platform. The platform enables global teams to significantly reduce wasteful creative and design costs arising from duplication, lack of information, and conflicting communication between stakeholders during the digital production lifecycle. IndegeneConnect™ increases productivity across the existing ecosystem comprising numerous Agencies of Record (AoR), local agencies, and brand teams that are managed across multiple geographies.

Global pharmaceutical companies commonly work with multiple global agencies, and this often results in significant duplication of efforts in creating assets; errors following brand guidelines; reduced visibility throughout the production process; limited knowledge and access to assets created in other markets that can be reused; and decreased productivity. In addition, meaningful data and analytics that can drive process improvement efforts and satisfy audit-trail requirements are typically missing, incomplete, or challenging to obtain.

IndegeneConnect™ creates a catalytic ecosystem through which a brand or a digital factory can manage all of its creative assets, the entire production workflow including internal and external stakeholders, promote collaboration and sharing, and cut wasteful cost from the budgets, all the while maintaining regulatory and audit compliance. Dr. Rajesh Nair, President – Indegene, said "Indegene is committed to developing transformational technology and platforms that serve the pharmaceutical and lifescience industry. IndegeneConnect™ is a revolutionary way to effectively manage digital production at the enterprise level, while significantly empowering local and regional teams. This represents a significant addition to Indegene's intellectual property

portfolio."

About IndegeneConnect™ IndegeneConnect™ is a proprietary cloud-based enterprise digital-asset production, collaboration and workflow management platform, specifically designed to address the unique needs of the pharmaceutical industry. The platform increases transparency, and control over the entire process, while providing meaningful and real-time data to drive process improvements and compliance initiatives. The system's integrated digital asset management system (DAMS), and collaboration and workflow management components are seamlessly unified through a simple, customizable, user-interface that can be accessed by multiple stakeholders across geographies and languages. It is available through licensed, SaaS, and integrated delivery (SaaS + Global Content Factory) models.

To learn more about IndegeneConnect™, please visit us at <https://www.indegene.com/indegeneConnect.html> or write to indegeneconnect@indegene.com

About Indegene Indegene is a leading provider of R&D, Commercial and Marketing solutions to global pharmaceutical and healthcare organizations. We partner with clients to drive both productivity and revenues by delivering better patient outcomes; optimizing cost; enhancing R&D agility and improving sales and marketing effectiveness. We apply deep scientific knowledge, flexible delivery models, proprietary technology, and a client-centric approach to drive transformational initiatives.

With offices in US, UK, China, India, and Australia, Indegene can partner globally with clients, leverage a global talent pool of clinicians, technologists, creative specialists, domain experts, business process specialists, deploy global infrastructure assets, and harness global healthcare knowledge to solve client challenges. To learn more about Indegene, visit us at www.indegene.com.

For media queries, please contact:

US and Europe Ann Marie Craggan Indegene Inc. Phone: +1-732-750-2901 Email: ann-marie.craggan@indegene.com

Asia-PacificLakshmi NaiduWeber ShandwickPhone: +91 99028 02855Email: Lnaidu@webershandwick.com

Media Contact: Ann Marie Craggan, Indegene Inc., +17327502901, ann-marie.craggan@indegene.com

News distributed by PR Newswire iReach: <https://ireach.prnewswire.com>

SOURCE Indegene

RELATED LINKS <http://www.indegene.com>