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| OverviewCountry or Region: GlobalIndustry: PharmaceuticalsCustomer ProfileSecond largest pharmaceutical company in the world, GlaxoSmithKline supplies a quarter of the world's vaccines and produces some of the leading prescription medicines and consumer healthcare products.Business SituationGlaxoSmithKline needed to improve collaboration with partners, to improve effectiveness in growing markets, to move away from customized solutions, and to lower the cost of operations and investments.SolutionGlaxoSmithKline chose to deploy Microsoft Business Productivity Online Suite – including Microsoft® Exchange Online, Microsoft® Office SharePoint Online, Microsoft® Office Communications Online, Microsoft® Office Live Meeting and the Microsoft® Deskless Worker Suite.Benefits* Reduce Operational Costs
* Drive Innovation
* Improve Collaboration
* Simplify User Experience
 |  |  | “We have chosen Microsoft Online Services because it promises to deliver a simple intuitive Information Workplace that should not only bring value to the company through simplification, but provide an improved user experience and ultimately create a more productive GSK.”Bill Louv, Chief Information Officer, GlaxoSmithKline  |
|  |  | GlaxoSmithKline (NYE: GSK) is a pharmaceutical industry leader: supplying a quarter of the world’s vaccines, spending over $13 million each day to research new medicines, and providing many of the world’s leading prescription medicines and consumer healthcare products. It is estimated that GlaxoSmithKline makes up seven percent of the world’s pharmaceutical market, and it is one of the few companies committed to researching vaccines for the World Health Organization’s three priority diseases – HIV/AIDS, tuberculosis, and malaria. Yet, an internal strategic review of their IT systems outlined a need to take a new approach to collaboration, support growing markets, and address costs. Illustrating its industry leadership, GlaxoSmithKline found its solution in pioneering Microsoft Online Services solutions. |
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Situation

In 2001, after the merger of GlaxoWellcome and SmithKline Beecham, GlaxoSmithKline had to integrate two complex IT systems. In order to successfully make this merger, they chose the Notes platform SmithKline had strongly invested in over the Exchange platform Glaxo utilized. This provided a single communications channel and B2E platform across the global company. By using several in-house developed solutions, GlaxoSmithKline supported collaboration and Lotus Notes Sametime for instant messaging. In conjunction with the Lotus Notes and Domino system, GlaxoSmithKline also used Google’s Postini mail filtering service.

After an internal strategic review in 2007, GlaxoSmithKline recognized several points of needed improvement: the ability to collaborate with external partners, effectiveness at supporting growing markets outside of the UK and USA, a requirement to move away from customized solutions, and a decrease in the operating and investment costs. The review also noticed that the current Notes platforms were reaching their refresh cycles, necessitating action and renewed investment for the next three years. To research their options, GlaxoSmithKline constructed a cross-functional team of representatives from the various global IT organizations, partners in the business units, and major growth markets.

Solution

GlaxoSmithKline evaluated a number of data points before making a decision. “The team reviewed, in detail, what services were being offered at what service levels around the globe, how our existing technologies were used as application platforms,” says Ingo Elfering, VP of Information Technology Strategy, GlaxoSmithKline, “and how the various tools worked together to create an integrated collaboration environment now and in the future.” GlaxoSmithKline conducted several user studies, but the focus wasn’t just on the present. The future of changing pharmaceutical user profiles, devices, and software was also a strong factor.

In the conservative industry of pharmaceuticals, GlaxoSmithKline was looking to put together the facts. While GlaxoSmithKline was looking for a productivity and collaboration increase from the switch, the first priority was to build a strong business case. “We wanted to build the business case first so that it would really be a slam dunk in the approval process,” says Bill Louv, Chief Information Officer, GlaxoSmithKline. The approval process considered the risk of patient safety and confidential data, but a strong business case led to the approval of innovative cloud services with Microsoft.

GlaxoSmithKline chose to replace the Lotus Notes, Domino, and Postini services with the Microsoft Business Productivity Online Suite – including Microsoft® Exchange Online, Microsoft® Office SharePoint Online, Microsoft® Office Communications Online, Microsoft® Office Live Meeting and the Microsoft® Deskless Worker Suite to deploy to all of its employees worldwide. Everything would be hosted by Microsoft at Microsoft data centers around the globe.

Through Online Services, Microsoft offers the ability to have fully functioning applications with a lean presence. The software will operate in the same capacity in a hosted solution as it would if it were implemented on-premise. By deploying the Business Productivity Suite with the Deskless Worker Suite, GlaxoSmithKline is able to offer total functionality to its entire spectrum of information workers. This suite offers those who don’t have a laptop the ability to go to a Web kiosk. It’s a lighter version and a more manageable option for the sales force at a lower cost to GlaxoSmithKline. The Deskless Worker Suite will be deployed for 15,000 of GlaxoSmithKline’s employees, and unlike Google Apps, this enables both the full-service Online Services and Deskless Worker Suite to be managed in a central location determined by the company itself.

Benefits

The global implementation of Microsoft Online Services at GlaxoSmithKline is intended to have numerous advantages for the company including: reducing operational costs, driving innovation and collaboration, expanding external collaboration, and simplification of user experience. This solution is much more effective than the Notes and Google Apps combination in driving lower costs, more collaboration, and greater accessibility.

**Reduce Operational Costs**

The use of Microsoft Online Services offers a dramatic yearly reduction in costs. “Moving to Online Services will enable us to reduce our IT operational costs by roughly 30% of what we’re currently spending. The ability to introduce a variable cost subscription model for these collaborative technologies allows us to more rapidly scale or divest our investment as necessary,” confirms Alastair Robertson, VP of Information Workplace. The difference for GlaxoSmithKline means putting more money back into the business.

**Drive Innovation**

While GlaxoSmithKline is able to reduce costs with Microsoft Online Services, productivity is not harmed, but enhanced. Through Microsoft Online Services, GlaxoSmithKline can utilize the IT department for key projects instead of tasking them with managing the infrastructure software or servers.

The model allows for increased innovation where it counts. “The team needed the ability to focus internal IT on driving further innovation that differentiates GSK in the market while offloading innovation around communication and collaboration to Microsoft. This ensures that we can focus on our core competencies and also that we have an ‘evergreen’ IT strategy where the latest technologies are always at our disposal via the cloud,” says Elfering.

The Microsoft Online Services model drives this innovation as well as allows the increased flexibility in moving forward. The subscription service can be tailored to fit growing and changing needs. So that when GlaxoSmithKline adapts to changing market, its software adapts too.

**Expand External Collaboration**

GlaxoSmithKline is aggressively driving a more externally collaborative business through all practices: research and development, manufacturing, and sales. With Microsoft Online Services, this effort can be maximized without compromises in the security and integrity of sensitive information. The information is stored in the cloud, allowing for a more direct form of access than if it were stored directly on an internally maintained server. Also, as Louv notes, the Microsoft brand is more common and therefore easily interfaced than its competitors. This supports collaboration between partners and GlaxoSmithKline, allowing for a more innovative and competitive business.

**Simplification of User Experience**

Moving away from the customized solutions environment, GlaxoSmithKline was looking for a simple solution that would effectively extend to the many branches, regions, and employee types internally. The company needed a solution that would also translate externally to increase collaboration and the resulting innovation. That is why GlaxoSmithKline chose the Microsoft solution.

“GlaxoSmithKline has approximately 100,000 employees, hundreds of business partners, and locations around the world, so effective collaboration is critical to our business,” says Louv, “We have chosen Microsoft Online Services because it promises to deliver a simple intuitive Information Workplace that should not only bring value to the company through simplification, but provide an improved user experience and ultimately create a more productive GSK.”

Microsoft Online Services

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| Software and Services* Products
* Microsoft Data Centers
* Services
* Microsoft Exchange Online
 | * Microsoft SharePoint Online
* Microsoft Office Communications Online
* Microsoft Office Live Meeting Online
* Microsoft Deskless Worker Suite
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