

AstraZeneca Serves Patients 5x Faster with DocuSign

IT costs cut by a total of \$150 million with Cloud portfolio

Company's Top Objectives

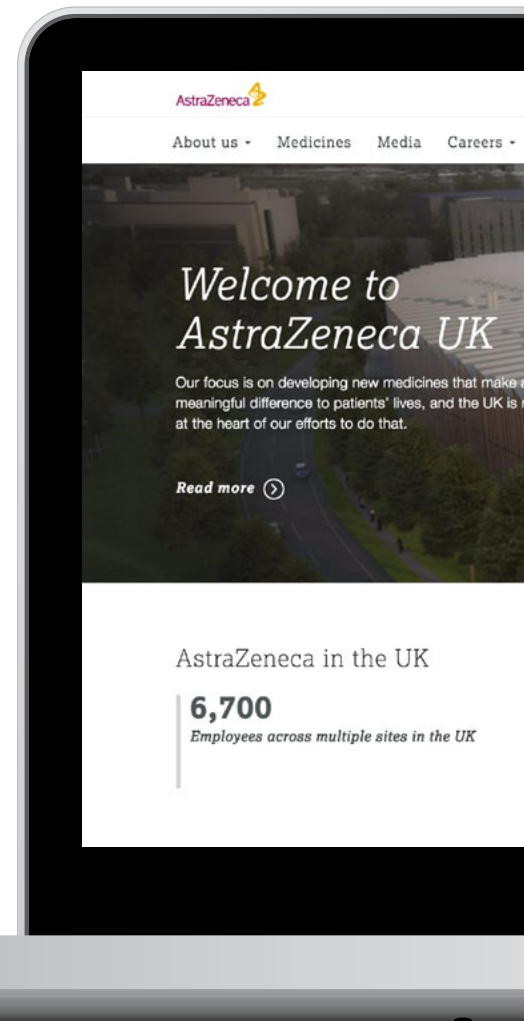
AstraZeneca plc is a multinational pharmaceutical and biologics company headquartered in London. It is one of only a handful of pure-play biopharmaceutical companies to span the entire value chain of a medicine from discovery, early and late-stage development to manufacturing and distribution that transform lives.

Employing around 65,000 people globally, AstraZeneca operates in more than 100 countries and its innovative medicines are used by millions of patients worldwide. The company strives to be valued as a source of great medicines and trusted as a company that delivers business success responsibly.

AstraZeneca partnered with DocuSign to simplify clinical operations, decrease development costs, and reduce risk in security and compliance to bring treatments to market sooner and more efficiently.

Business Challenge

AstraZeneca's commitment to making a meaningful difference to patient health is founded on innovative science. In a rapidly changing world, it is transforming the way people work to make the most of the opportunities that new sciences and technologies bring to the search for new medicines. As such, AstraZeneca aims to be at the forefront of technical leadership.



Top Benefits Achieved

- ✓ 85% of DocuSign documents are processed in under one day
- ✓ IT costs cut by a total by \$150 million with Cloud portfolio
- ✓ Customer satisfaction increased by 16 percentage points
- ✓ Improved critical system stability by 80%
- ✓ Greatly increased responsiveness to incident resolution and speed of programme delivery

As a \$26 billion company operating worldwide, AstraZeneca has a large number of stakeholders involved in its daily transactions. The organisation therefore introduced a 'simplification' initiative focused on eliminating bureaucracy, waste, and streamlining how the business operates, with the end goal of improving the customer experience.

David Smoley, Chief Information Officer at AstraZeneca, described the company's strategy, "We are transforming our business and using IT as a key driver for this. The focus for the business is back to science. Science is data intensive, transactionally intensive and as a global company, the challenges for IT are how to link our employees dealing in all these different countries and to make them effective; to be effective in driving innovation."

The field sales team initially recognised an opportunity to expedite the contract signing process with its patients and physicians as Klaus Fister, Customer Interactions Domain Lead, said, "It was taking weeks to get a contract signed. We wanted to get our team in the field using one device, an iPad, to get contracts signed."

Smoley and his team therefore realised that it was imperative to implement an eSignature and transaction management solution that would allow the company to go to market quicker, as he said, "We compete in developing drugs and getting them to market. Every day that we get a drug to market faster is literally tens of millions of dollars in revenue, not to mention the fact that there are patients struggling with chronic diseases and we can help them. So we're very speed-oriented."

The Resolution

As part of driving its cloud strategy for speed and agility, AstraZeneca began forming partnerships that would enable the company to digitise its transactions moving forward.

Smoley explained how AstraZeneca assembled a portfolio of leading edge cloud tools to facilitate this, "We simplified and improved existing business processes by implementing multiple new cloud solutions globally, including Workday for HR, Office365 to supply email, calendar and file sharing; ServiceNow, Salesforce for CRM, Box for storage and DocuSign for workflow and electronic signature."

AstraZeneca has been using DocuSign to streamline the signing process across the business since 2014, and has subsequently been rolling it out across multiple departments around the world.

"It's clear that the more you digitise transactions, the more speed you get, and the more you improve quality and reduce the risk of



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David Smoley
Chief Information Officer
AstraZeneca

About DocuSign

DocuSign® is changing how business gets done by empowering anyone to send, sign and manage documents anytime, anywhere, on any device with trust and confidence. DocuSign and Go to keep life and business moving forward.

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errors. So we're very focused on increasing that," said Smoley.

DocuSign plays an integral role in AstraZeneca's cloud strategy, providing Bank-Grade security and Carrier-Grade availability to empower the company to quickly, easily and securely send, sign and manage transactions and workflows digitally in the cloud.

"Security is critical. You have to not only trust that it's secure, but also trust that the documents are going to be handled in a way that you would manually through paper. So having the confidence that it can't be breached or falsified is key. That's a key factor for us using DocuSign," Smoley Said.

According to Tobias Paul, IT Manager at AstraZeneca, compliance was also crucial in DocuSign's selection. "Compliance is the main driver of a sale. We want to be sure that we have a contract in place before we start. DocuSign makes the process much easier because you don't have to get the data out of a CRM system into a new system, you just click one button and everything is put in the contract."

AstraZeneca utilises DocuSign's Enterprise Edition and grows user numbers by up to 20 percent per month as the use cases expand.

"It's one of those things that you have to look for traction in, to look for areas where you can grab it and embrace it. And often in our case that's in procurement, legal, and HR. In life sciences, it's around clinical processes as well," said Smoley, "We have these rigorously regulated processes where we are putting drugs through development, sharing information with government agencies and getting information back. We are already seeing huge success in this area and we expect to grow."

The Key Benefits

The implementation of multiple cloud solutions at AstraZeneca has cut total IT costs by \$150 million, boosted customer satisfaction by 16 percentage points, improved critical system stability by 80% and greatly increased responsiveness to incident resolution and speed of programme delivery.

"DocuSign fits right in as one of the tools that drives simplification. It drives speed, it drives value, clearly, and it's an enabler," Smoley continued, "DocuSign is easy to implement. It's the sort of thing that you can start immediately; within days you can be up and running. It's transformed the way we do business at AstraZeneca."

Previously, it would take up to five days to complete a transaction. Now, the company completes these critical transactions in a matter of hours, Smoley said, "85% of our DocuSign documents are processed in under one day, we're talking hours. That's coming from days and weeks in many cases, so it's a huge improvement."

Furthermore, DocuSign offers a robust partner ecosystem and flexible APIs that allows companies to integrate DocuSign's eSignature solution with their existing technology investments, enabling AstraZeneca to improve the experience of internal and external stakeholders.

"The feedback from people using DocuSign is incredibly positive. People really love it. We've found that once someone has an interaction with it, they immediately want to apply it into their particular area," Smoley said.

As a result, AstraZeneca has simplified clinical operations, decreased development costs and reduced risk in security and compliance to bring treatments to market sooner and more efficiently.

"The things that you can do with DocuSign today wouldn't have been possible prior to the Cloud, prior to mobile and the innovation in mobile apps. And so we have to take advantage of this, these tech innovations, by innovating in our own company. It's critical to our success," Smoley said.



About DocuSign

DocuSign® is changing how business gets done by empowering anyone to send, sign and manage documents anytime, anywhere, on any device with trust and confidence. DocuSign and Go to keep life and business moving forward.

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