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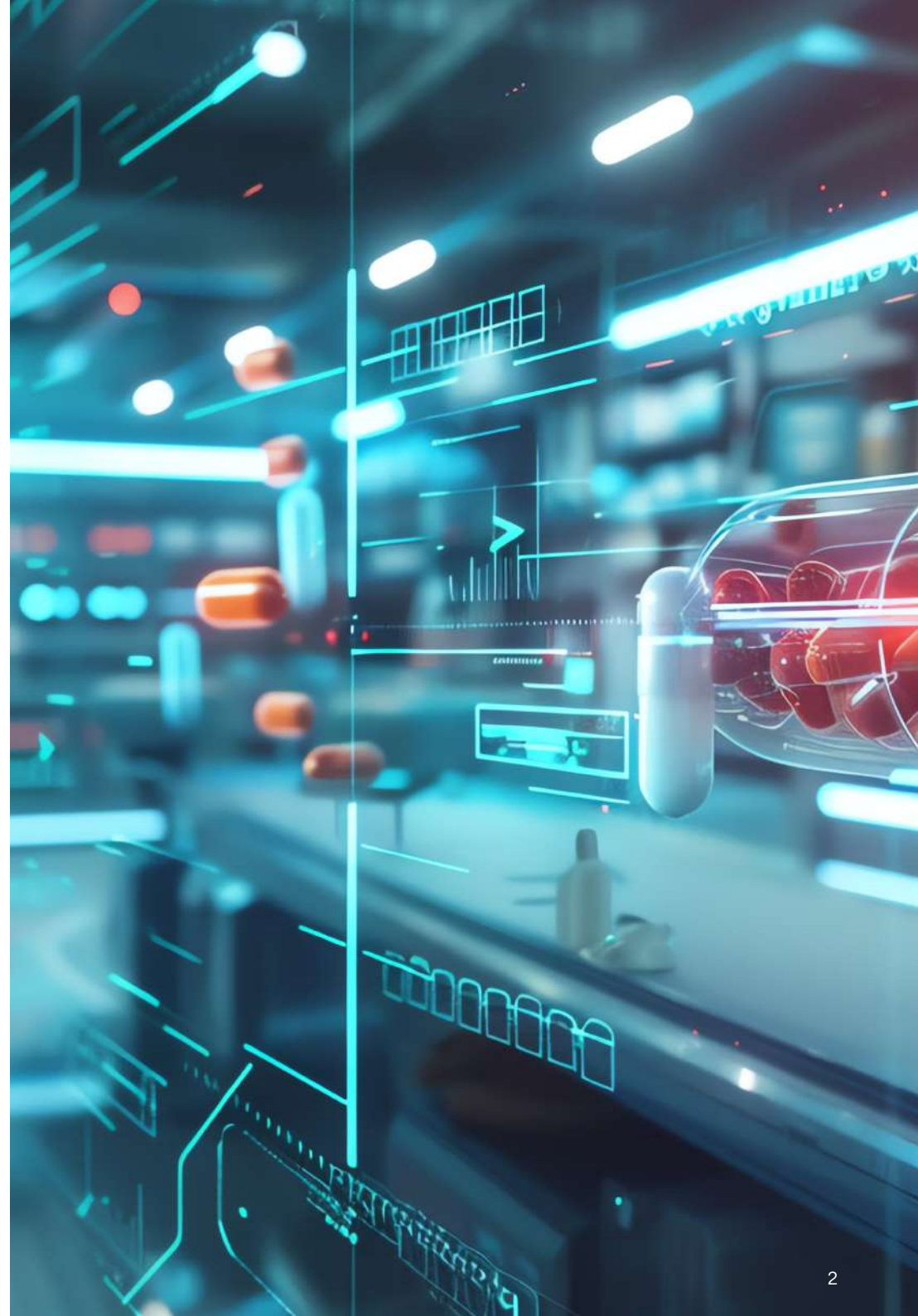
Unified Digital Ecosystem Using Mendix, a Low-Code Platform for a Multinational Pharmaceutical Company

SUCCESS STORY

Client Overview

The client is a leading multinational pharmaceutical company with a strong global presence, currently serving over half a billion patients worldwide. With an ambitious vision for growth, they aim to triple their reach by 2030, expanding access to high-quality healthcare solutions. Specializing in major therapeutic areas, the company boasts a diverse and extensive portfolio, offering 190 medications and 60 active pharmaceutical ingredients (APIs) across various treatment categories. In addition to their core pharmaceutical products, they provide custom pharmaceutical services, generics, biosimilars, diagnostic kits, critical care solutions, and cutting-edge biotechnology products, reinforcing their role as an industry leader. Their commitment to innovation and global health has positioned them as a key player in vaccine development, particularly in manufacturing a prominent COVID-19 vaccine, which has played a crucial role in worldwide immunization efforts.
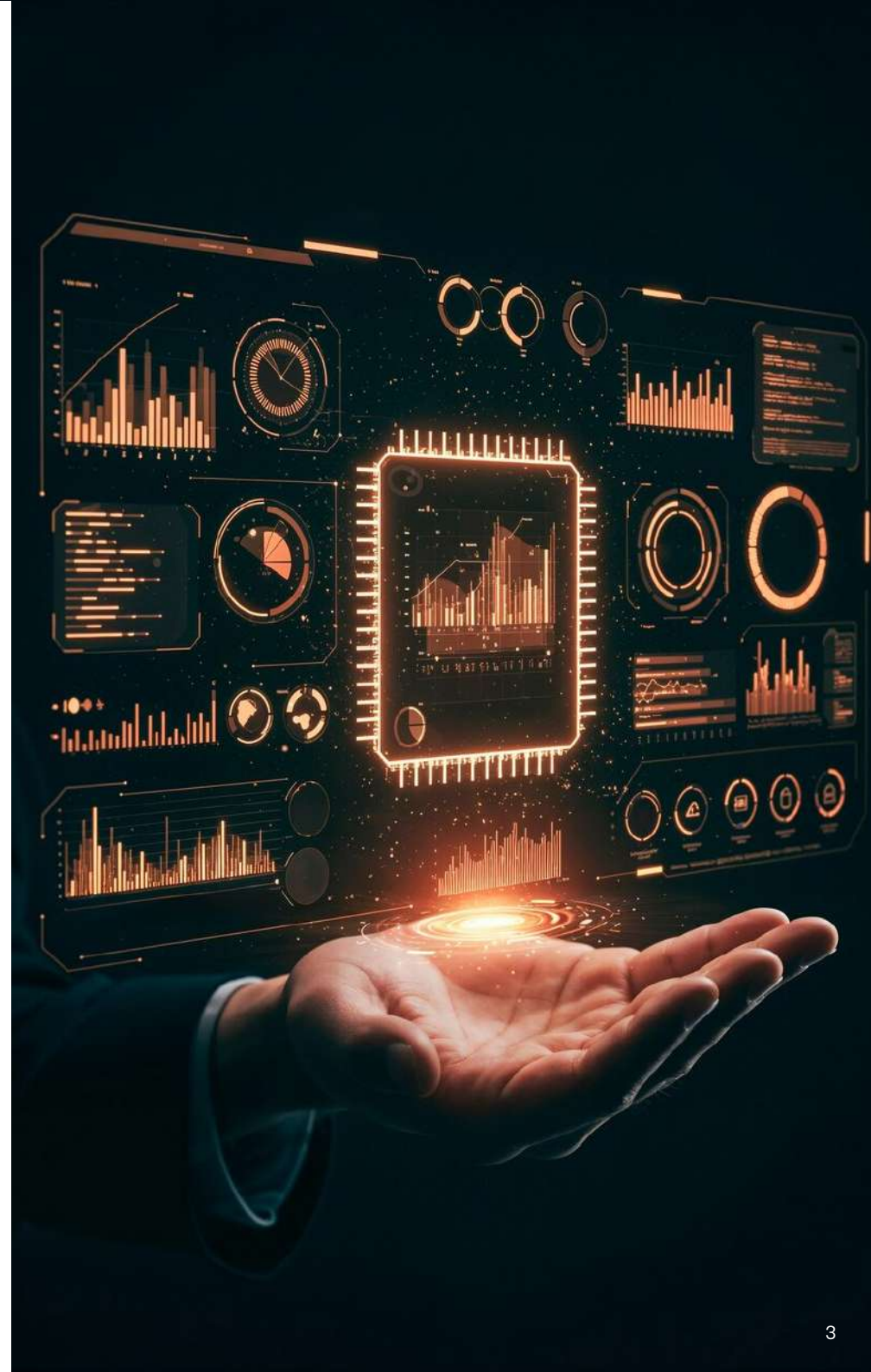
Significant Roadblocks on the Path to Selection to Launch (S2L) Process

Our client—a leading multinational pharmaceutical company—sought to break free from legacy processes that slowed down product innovation. The traditional Selection to Launch (S2L) process was fragmented, making it difficult for cross-functional teams to collaborate efficiently, track progress, and make data-driven decisions.

Indium was entrusted with the challenge of building a comprehensive cross-functional interface that would transform the S2L process by:

▶ Delivering a delightful user experience with intuitive design and enhanced workflow efficiency.

▶ Providing real-time visibility into project progress through interactive dashboards, custom reports, and Gantt charts tailored for each product.

▶ Setting up automated digital alerts and notifications to ensure teams remain proactive and aligned on their tasks.

▶ Enabling the dashboard to perform advanced analytics, leveraging a digitized system of record for smarter decision-making.

By implementing this unified digital ecosystem, Indium aimed to enhance collaboration, improve operational efficiency, and accelerate product launches, empowering the client to scale their innovation efforts seamlessly.

Enhancing Efficiency from Ideation to Market

Indium assisted the customer in agile development of a single digital interface utilizing the Mendix, a low-code platform by combining the views of the organization's employees and the existing process-level inefficiency and built an interlocking application connecting the entire product life cycle.

A product's life cycle typically has 4 phases: Discovery, Development, Manufacturing / Production, and Distribution. The selection to launch application helped the client in the following ways in each of the phases:

Discovery

Provides a comprehensive single perspective for finding and analyzing the target molecule by having visibility into the outcomes of biological procedures and computational studies.

Development

Helps in tracking the formulation of the viable product in terms of the product composition, shelf life, dosage optimization, and other factors.

Production

Monitors and controls factors like adherence to government guidelines, usage of raw materials, blending of various components, storage conditions, etc.

Distribution

Ensures correct packaging in accordance with standards, delivery of items to the distribution center, and so on.

Key features include:

- Timeline Adherence Tracking
- Team Member Assignments
- Individual Task
- Milestone Progress
- In-app Communication
- An Escalation Mechanism
- Document Management Capabilities

To enhance user engagement, automated email notifications were incorporated using the Email Templates Module from the Mendix App Store, ensuring timely alerts at every stage of the product lifecycle. Given the vast volume of product data captured by the application, Indium developed an interface that enables seamless data export from Mendix to Tableau, allowing for advanced visualization and customized dashboards for each product—empowering stakeholders with actionable insights for strategic decision-making.

Dashboards, designed with a user-centric approach, were developed using a JavaScript library and integrated seamlessly into the application. These dashboards, presented in Gantt chart format, provide real-time visibility into project statuses, tracking milestones to identify those on schedule and those overdue.

Indium's Digitalization:
Faster Innovation, Optimized Operations, & Accelerated Time-to-Market

By partnering with Indium and leveraging the Mendix low-code platform, the client achieved a seamless digital transformation that redefined their Selection to Launch (S2L) process. This transformation not only accelerated application development but also enhanced visibility, efficiency, and decision-making across drug development stages.

▶ **4x Faster App Delivery:** Indium's reusable components and Mendix enabled rapid application deployment, significantly reducing development time compared to traditional methods.

▶ **30% Faster Drug Launches:** Enhanced process visibility and streamlined workflows decreased drug launch timelines, accelerating time-to-market for critical pharmaceutical products.

▶ **50% Reduction in Application Delivery Time:** Agile development methodologies and pre-built components cut app delivery time in half, ensuring faster implementation of digital solutions.

▶ **Data-Driven Decision-Making**: The creation of a digitized system of record laid the groundwork for advanced analytics, enabling predictive insights and smarter business decisions.

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This transformation empowered the client to enhance efficiency, accelerate innovation, and drive business growth in an increasingly competitive pharmaceutical landscape.

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About Indium

Indium is an AI-driven digital engineering company that helps enterprises build, scale, and innovate with cutting-edge technology. We specialize in custom solutions, ensuring every engagement is tailored to business needs with a relentless customer-first approach. Our expertise spans Generative AI, Product Engineering, Intelligent Automation, Data & AI, Quality Engineering, and Gaming, delivering high-impact solutions that drive real business impact.

With 5,000+ associates globally, we partner with Fortune 500, Global 2000, and leading technology firms across Financial Services, Healthcare, Manufacturing, Retail, and Technology—driving impact in North America, India, the UK, Singapore, Australia, and Japan to keep businesses ahead in an AI-first world.

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