

Pharma Sector

Case Study

Business Challenge

The Client is a large Indian pharmaceutical company, with a worldwide presence. Their products aggressively compete for Para 4 filing in USA and for Day One Launches in Europe. Almost 80% of the revenue comes from overseas esp. USA, and the annual investment on R & D is upto 6% of their revenue.

Though investment in new drug development is prohibitively high, the company has achieved dual advantage in terms of reduction in time and cost. Yet the fiercely competitive pharma market could easily offset this advantage by pre-empting their moves, leveraging competitive intelligence.

While the client made attempts to protect its IPR during the research cycle, there were other sources of vulnerabilities such as during strategic sourcing of APIs (Advanced Pharmaceutical Ingredients) or IMs (Intermediates), or even during the phase of planning brand promotion by the marketing division.

Integrated Solution

MSSG benchmarked the Client's current InfoSec posture to plan, execute and measure progress during the course of the security initiative. This initiative was a holistic campaign which addressed the need to secure information from a people-process-technology approach. The fundamental objective was to create awareness amongst the employees towards the potential risk of a breach and build a sense of urgency to prevent it.

Technology was hardened to support security

- ◆ Network security optimization
- ◆ Hardening of servers, network devices and desktops
- ◆ Application security
- ◆ Compliance verification

Redesigned processes protect competitive advantage

- ◆ Business Impact Analysis of current posture
- ◆ Risk Identification and Treatment Plan
- ◆ Business Process Alignment with the desired InfoSec posture
- ◆ Integration of the controls through appropriate interlocks

Changing the attitude of the people

- ◆ Simulated war-games to establish business impact and consequent ROI of the InfoSec initiative
- ◆ Customized awareness sessions appropriate to the responsibilities held
- ◆ Visual reiteration aids to reinforce consciousness in a subtle way

Benefits to the Client

At the end of this exercise the company attained a globally competitive InfoSec posture in line with its aspirations, without sacrificing business efficiencies. More importantly they generated internal capabilities to sustain the effort.

This project protected the company's Competitive Advantage and gave the management much better Positive Assurance in terms of managing business risk.



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