



### About Indegene

Indegene helps global healthcare organizations address complex challenges by seamlessly integrating analytics, technology, operations, and medical expertise.

### Products and services

Microsoft Dynamics 365  
Microsoft Azure  
Microsoft AI Platform

### Industry

Life sciences

### Organization size

Large (over 999 employees)

### Regions

Global

### Business Applications partner since

2017

## Develop an industry-disrupting application for life sciences

### Rapidly build an agile, intelligent platform

Indegene saw a clear need for a next generation customer engagement platform in life sciences organizations. They wanted to build a disruptive platform capable of replacing old generation CRM systems and needed a technology partner that would help them accelerate development and drive demand. Indegene chose Microsoft because it offered what no other partner could – the tools and capabilities they needed within one comprehensive ecosystem. The seamless integration between Microsoft Dynamics 365, robust cloud and AI offerings, and familiar tools such as Microsoft Office 365 enabled Indegene to rapidly develop a powerful, intelligent platform.

The result of their efforts was Omnipresence, a class-leading life sciences customer engagement platform that functions across mobile devices – a large market need. Since launching the platform in 2017, Indegene has already landed a top-five global pharmaceutical customer and continues to gain industry traction with the help of Microsoft go-to-market programs.

### Comprehensive, easy-to-implement toolset

Microsoft Business Applications offered everything Indegene needed to develop a transformative platform. Dynamics 365 provides the common data model and business logic that lie at the core of Omnipresence, while Azure Machine Learning and Cognitive Services add several intelligent components such as an intelligent assistant. Power BI gave Omnipresence its descriptive analytics visualization capabilities, and integration with Office 365 offered several familiar experiences for end users.

Building with Microsoft made it easy for Indegene to go-to-market faster with an advanced platform that is advanced, yet natively fits with and extends existing enterprise IT ecosystems. Omnipresence deploys in customers' environments in 10-12 weeks, something that would typically take >6 months with older generation CRMs.

“ Partnering with Microsoft has enabled us to build faster and farther with a fully actualized suite of capabilities rather than engineering everything on our own. ”

— Sanjay Virmani, Executive VP, Indegene



## Outcomes

- **Fast implementation time** of 10-12 weeks, half the industry standard
- **Increased deal pipeline** with 25% of leads coming from Microsoft
- **Landed a top five** pharma company in the first year of release

Visit the [Microsoft Partner Network](#) to learn how to build apps on Microsoft Business Applications



## Modern, innovative experiences

Since building Omnipresence on Microsoft Business Applications only two years ago, Indegene has become known as an innovator among life science organizations. In late 2018, Indegene engaged with a leading global pharmaceutical organization whose legacy applications and relationships with other vendors were not meeting the strategic goals for multiple markets worldwide. The customer needed a platform that was mobile-first ready, and could provide innovations such as an intelligent assistant and deep customer understanding.

Omnipresence was easy to implement and delivered the modern experience the pharmaceutical customer needed. The mobile apps ran smoothly on smartphones and tablets for maximum flexibility. Power BI dashboards provided the field force and operations teams with deep analytics insights, and Microsoft's Cognitive Services are being incorporated in industry leading innovations such as an intelligent assistant. Excited by the many possibilities of the platform, the top 5 pharma organization may now onboard more than 5,000 global users to Omnipresence in the coming months.

## Continued growth and innovation

Partnering with Microsoft has extended and strengthened Indegene's offerings within the life sciences industry. Programs and services such as co-sell and AppSource have led to a healthy pipeline of highly qualified leads; today, one in four of Indegene's leads are a direct result of those efforts.

Indegene is still relatively new in their journey as a Microsoft ISV partner, but are already exploring new opportunities within Microsoft's ecosystem. Currently, they are using AI and machine learning to add to Omnipresence's capabilities while extending deeper into Azure capabilities. They also hope to leverage LinkedIn and Teams to make it easy for biotech and pharma professionals to share information and engage customers in new but compliant ways.

“ Our vision is to leverage Microsoft offerings like LinkedIn and AI to build on the industry-specific capabilities we've already launched. This will help us go deeper in the industry and give us a wider reach. ”

— Colleen Youngblood, Senior Manager Marketing and Partnerships, Indegene