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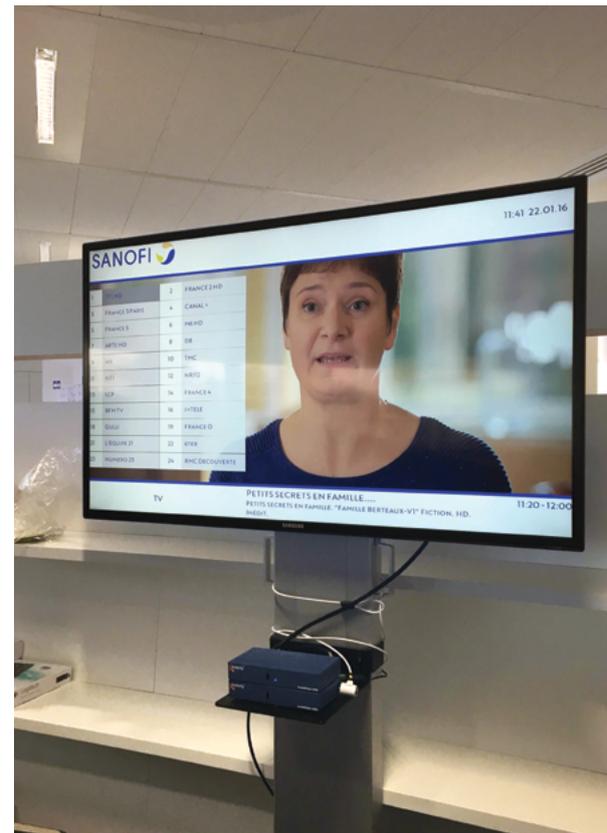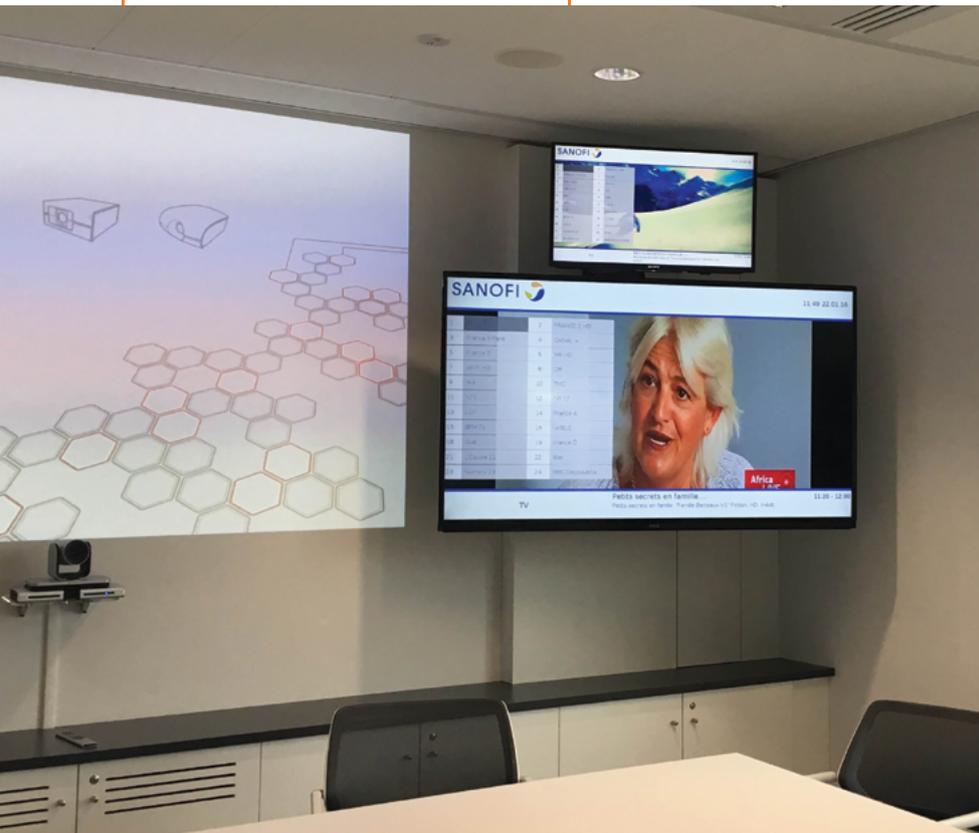

Sanofi

Exterity IP video ensures Sanofi can develop and recommend up-to-date drugs to the healthcare industry

Sanofi, one of the world's leading pharmaceutical groups, believes that patients come first. The healthcare giant provides advanced solutions for human and animal healthcare, including diabetes, human vaccines and innovative drugs in mature and emerging markets. With a 110,000 strong workforce, 20 R&D sites and three separate business units, the healthcare enterprise relies on communications systems that enable staff to access the very latest medical news.

Deploying an end-to-end Exterity IP video system, Sanofi offers its French staff access to the latest research and business news, enabling its R&D teams to learn about new viruses in detail and empowering its client liaison staff with qualified responses to questions related to new ailments or increased resistance to traditional medicine.

Enterprise IP Video Solutions

"Keeping our staff up-to-date with the latest laboratory research and medical information is crucial in ensuring that our drugs are compatible with the latest guidelines. Deploying the Exterity system means that we can easily distribute information in real-time from any medical channel around the world directly. In addition, we can share our own stringent guidelines with our Paris staff, ensuring that we deliver the best medication available to cure ailments."

Didier Law-Tho, Service Manager at Sanofi

The challenge

Managing separate offices is a constant challenge for corporations, and healthcare specialists are not immune to the challenge of communicating efficiently. Sanofi's offices are scattered across multiple buildings in Paris, from laboratories researching new vaccines through to finance and human resources, as well as communications and marketing. The increase in ground-breaking research and best practices makes the challenges of keeping staff up-to-date with the latest information really difficult.

Aware of these issues, Sanofi was looking for a system to distribute video communications effectively around its Paris campuses, ensuring that all staff are constantly aware of the latest medical news and internal guidelines.

The solution

Sanofi deployed an end-to-end Exterity IP video system across its Paris offices to ensure that internal communications flowed more naturally between different departments. The system also aimed to improve the technical knowledge and responsiveness of Sanofi's personnel by providing up-to-date information in public areas across Sanofi's primary French campus.

The Exterity end-to-end system, installed by telecommunications distribution and installation specialist Canal Cable, facilitates the seamless distribution of live and recorded content on Sony Bravia full HD screens around Sanofi's offices. Combining external digital and satellite sources with Video on Demand from French and international medical, business and news channels including Bloomberg and CNN, the system enables laboratory assistants, engineers, client liaison and marketing staff to gather information from multiple sources, improving the quality of Sanofi's research and recommendations for pharmacies.

"We develop medicine for multiple diseases, some of which are being documented as we speak," explained Didier Law-Tho, Service Manager at Sanofi. "Keeping our staff up-to-date with the latest laboratory research and medical information is crucial in ensuring that our drugs are compatible with the latest guidelines. Deploying the Exterity system means that we can easily distribute information in real-time from any medical channel around the world directly. In addition, we can share our own stringent guidelines with our Paris staff, ensuring that we deliver the best medication available to cure ailments."

Enterprise IP Video Solutions

"Medical research evolves at a tremendous pace, and it can be difficult to stay on top of all the latest news and research by reading trade publications only. Additionally, with more medical stories making the TV headlines than ever before, TV is the perfect medium to reach a broad audience in real-time. In Sanofi's case, another challenge resides in delivering information from multiple regions around the world, and we are very proud that our end-to-end IP video system is now playing a significant role in helping document Sanofi's R&D efforts and its recommendations to pharmacies around the world."

Colin Farquhar, CEO, Exterity

The result

Utilising the Exterity system, Sanofi's staff can watch breaking news within the head office, increasing the company's response rate to new trends on the market. This enables executives to explain the company's upcoming plans in an articulate way, while ensuring that engineers can focus on developing the right treatment for evolving diseases in every region of the globe. In addition, client liaison and marketing staff can prepare accurate documentation related to evolving diseases entering new markets, or new viruses spreading across emerging markets.

Colin Farquhar, CEO at Exterity, commented on the installation: "Medical research evolves at a tremendous pace, and it can be difficult to stay on top of all the latest news and research by reading trade publications only. Additionally, with more medical stories making the TV headlines than ever before, TV is the perfect medium to reach a broad audience in real-time. In Sanofi's case, another challenge resides in delivering information from multiple regions around the world, and we are very proud that our end-to-end IP video system is now playing a significant role in helping document Sanofi's R&D efforts and its recommendations to pharmacies around the world."

The Exterity system at Sanofi's French offices in a nutshell:

- AvediaServer
- ArtioPortal Middleware
- DVBT/T2 & DVBS/S2 gateways
- AvediaPlayer Receivers
- VoD storage

About Exterity

Since 2001 Exterity has been designing, developing and manufacturing technically innovative products that deliver video over an IP network to some of the leading organizations across the globe.

Enabling distribution of HD quality TV and video over enterprise IP networks to an unlimited number of end points, Exterity solutions support large volumes of content and receiving devices without compromising system performance or availability.

Highlights

- Deployed in over 40 countries
- Scalable solutions for organizations of any size and across any sector
- Unique industry leading features and market specific application

Headquartered in Scotland UK, we extend our global reach through our offices in Atlanta, London, Paris, Melbourne, Munich, Dubai, Hong Kong and Johannesburg. Localized knowledge and expertise is enhanced through the Exterity StreamForce program of credible, technically innovative partners, plus an extensive network of in-country resellers and distributors.