



Eli Lilly Scientists Share R&D Insights for Bottom-line Savings

Business Profile

► **Organization**

Eli Lilly and Company

► **Industry**

Pharmaceuticals

► **Business Need**

Research scientists located in Lilly's worldwide R&D facilities needed a way to easily exchange ideas and provide each other feedback.

► **Benefits**

Improved sharing of insights is generating significant cost-savings by reducing unnecessarily or redundant efforts in R&D.

Pharmaceutical industry leader Eli Lilly and Company (NYSE: LLY) is an innovation-driven corporation, and it has always known that at the root of every innovation is its people. From the company's founding 126 years ago to present, with annual sales topping \$11 billion, Lilly has relied on the varied perspectives, knowledge, and experience of its global community of employees to fuel the creativity and the energy that pioneered medical breakthroughs such as Prozac®, Sarafem®, and Forteo®, to name a few.

Lilly has R&D facilities all over the world and conducts clinical research in more than 60 countries. It's impossible for members of such a large and diverse community to all know about each other's work and expertise. To alleviate this problem, Lilly has undertaken several well-publicized knowledge management initiatives. For example, it created data-management tools for doctors to better record the results of drug tests, such that information could be more easily analyzed. It also implemented a portal that enables employees to access various enterprise applications and data about the company's products and research. Specifically in the areas of communities of practice in the new drug development process, Lilly has deployed AskMe's software.

Lilly is using AskMe to enable research scientists to share experiential knowledge and provide feedback to each other's ideas. After the first six months, results have exceeded expectations and Lilly has begun to look for opportunities to broaden its use of the solution. "One of our most significant research cost-savings suggestions came from several users not formally identified as subject matter experts for the project, and the rest of the group strongly supported them," said Alph Bingham, Ph.D., vice president, e.R&D, Eli Lilly. "It's one thing to believe you'll get that kind of result from an informal network of employees, and another to have it in hand."

AskMe

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