



# Le Big Data partie intégrante de l'Innovation chez Ipsen

Definition

Impact sur notre chaîne de la valeur

Les transformations



# Big Data at Ipsen

Adding value for businesses

...



React



Predict



Reveal



**VOLUME**



**VARIETY**



**VELOCITY**

... from technical challenges

# High value all along our value chain



React



Predict



Reveal



Research

Get intelligence  
from external data



Preclinical

Reveal correlations  
between disease  
and proteins



Clinical trials

Include social media  
information to identify  
target population



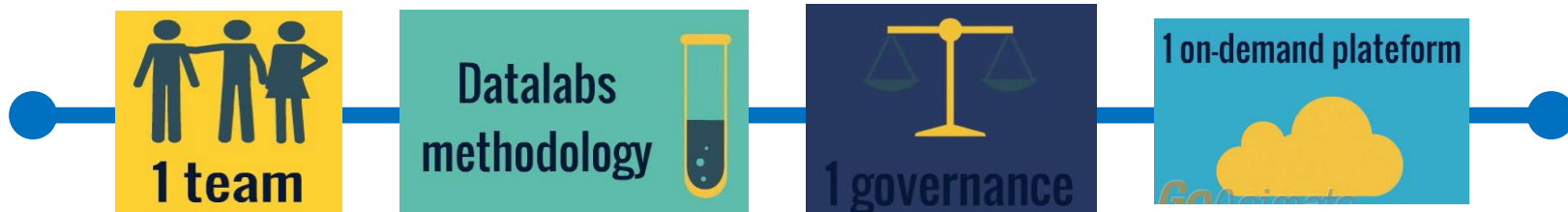
Production  
& Sales

Predict drug  
demand for our  
products

# Needed transformations

NEW **MINDSET**  
NEW PEOPLE  
NEW TECHNOLOGIES

DARE TO **TRY !**



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