Cloud technologies in pharma research

According to forecasts, the healthcare sector offers an annual growth rate of 20 percent and a sales volume of 606 billion euros by 2026. This growth is accelerated by an increasing demand for insurance, advanced technologies and the use of modern analytics technologies in healthcare.

The industry is currently relying more and more on mobile- and Internet-based technologies to optimize diagnostics and treatment involving anonymized patient data. To make this possible, powerful IT solutions capable of smartly processing and analyzing large volumes of data are necessary. Due to the continuously increasing data volume as well as the rising demand for compute and analytics resources, the trend towards the use of cloud solutions is growing.

Due to their scalability, cloud solutions are particularly well suited for the immediate provision of storage capacities for data. In addition, rapid analytics can be performed using seamlessly complementary computing resources. In this way, it is possible to meet needs flexibly and with full cost control, while increasing safety, quality and efficiency in the healthcare industry and obtaining better research results.

Best practices in healthcare in the context of cloud technologies include process acceleration of clinical trials, the ability to perform mass analysis of anonymized patient data, and supporting genomics research by providing computing power.

Cloud computing offers the pharmaceutical industry a wide range of opportunities and benefits, which have been proven not least in the pandemic: cost-effective solutions, improvement of data quality, as well as accelerated processes support patients to receive the best possible treatment. The Cloud & Pharma industries continue to grow stronger together and empower each other's growth and success as pharmaceutical companies invest in Cloud technologies and Cloud services support Pharmaceuticals in their operational research activities.

INNOVATIVE TECHNOLOGIES

◊ **Companies & products:**

Oracle – Oracle Cloud

Veeva – Veeva Development Cloud

◊ **Fields of application:**

clincial studies

Mass analyses of anonymized patient data

Genomics

Reliable solutions for pharmacovigilance

◊ **Advantages:**

High scalability

Acceleration of clinical studies & processes

Mass analysis in real-time

High security

Increasing eficiency

high quality & reliability

maximum cost-control

flexible demand coverage / resource planning

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