

Digital Solutions " >

Building a leading digital and data science platform through bold partnerships with industry leaders, and continuous investment in people and data management.

Novartis' digital strategy is enabling our business objectives around reimagining how we innovate, engage and operate by reducing time to market by 2+ years.

We are reaching twice as many patients twice and fast, and realizing sizeable productivity improvements.

We are pursuing this via a portfolio of digital platforms along the value chain called "Lighthouses". It is supported by enterprise-wide capability build-up, included in data science, data management and next generation marketing, and in most cases in collaboration with external partners.

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