

## **Digital Solutions** <sup>[1]</sup>

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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**Source URL:** <https://www.novartis.com/our-company/novartis-partnering/digital-solutions>

### **Links**

[1] <https://www.novartis.com/our-company/novartis-partnering/digital-solutions>

[2] <https://novartis.partneringplace.com/SubmissionUI/novartis/submission>