Partnering with Microsoft has enabled us to build faster and farther with a fully actualized suite of capabilities rather than engineering everything on our own.

— Sanjay Virmani, Executive VP, Indegene
Our vision is to leverage Microsoft offerings like LinkedIn and AI to build on the industry-specific capabilities we’ve already launched. This will help us go deeper in the industry and give us a wider reach.

— Colleen Youngblood, Senior Manager Marketing and Partnerships, Indegene

Outcomes

• **Fast implementation time** of 10-12 weeks, half the industry standard
• **Increased deal pipeline** with 25% of leads coming from Microsoft
• **Landed a top five pharma company in the first year of release**

**Modern, innovative experiences**

Since building Omnipresence on Microsoft Business Applications only two years ago, Indegene has become known as an innovator among life science organizations. In late 2018, Indegene engaged with a leading global pharmaceutical organization whose legacy applications and relationships with other vendors were not meeting the strategic goals for multiple markets worldwide. The customer needed a platform that was mobile-first ready, and could provide innovations such as an intelligent assistant and deep customer understanding.

Omnipresence was easy to implement and delivered the modern experience the pharmaceutical customer needed. The mobile apps ran smoothly on smartphones and tablets for maximum flexibility. Power BI dashboards provided the field force and operations teams with deep analytics insights, and Microsoft’s Cognitive Services are being incorporated in industry leading innovations such as an intelligent assistant. Excited by the many possibilities of the platform, the top 5 pharma organization may now onboard more than 5,000 global users to Omnipresence in the coming months.

**Continued growth and innovation**

Partnering with Microsoft has extended and strengthened Indegene’s offerings within the life sciences industry. Programs and services such as co-sell and AppSource have led to a healthy pipeline of highly qualified leads; today, one in four of Indegene’s leads are a direct result of those efforts.

Indegene is still relatively new in their journey as a Microsoft ISV partner, but are already exploring new opportunities within Microsoft’s ecosystem. Currently, they are using AI and machine learning to add to Omnipresence’s capabilities while extending deeper into Azure capabilities. They also hope to leverage LinkedIn and Teams to make it easy for biotech and pharma professionals to share information and engage customers in new but compliant ways.

Visit the [Microsoft Partner Network](https://microsoft.com/partner) to learn how to build apps on Microsoft Business Applications.