

AstraZeneca's Collaboration Journey: From the inside out

Robert Albert¹, Scott Wilkins;¹Pamela Hill², Hitesh Sanganeer², Craig Wegner²; ¹RDI/IS IT; ²Emerging Innovations, SP&A iMed, AstraZeneca, 35 Gatehouse Drive Waltham MA 02451

Introduction

Over the last 3 years, AstraZeneca has been delivering programs and technologies to support collaboration and open innovation. We started with a culture program in R&D which helped cultivate new approaches internal crowdsourcing and Open Innovation initiatives. The journey has now spread beyond R&D and is embedded across the enterprise and is changing the way we work as a company. We'll walk through several examples that enable us to collaborate better across AstraZeneca, and with the external world.

AstraZeneca R&D spans the world

10,000 colleagues across
North America, Europe and Asia
~\$4 billion R&D investment in 2013

Our Challenge:

How do we collectively solve complex problems across the globe regardless of therapeutic area or location?



How do we use our toolbox

to grow collaboration?



How do we evolve

from desktop to mobile?



Microsoft®
SharePoint 2010

SharePoint

- Enhanced user experience
- Increased ability to share content



OneDrive for Business

- Leverage cloud solution for access anywhere, from any device
- OneDrive, one solution
- Access to SPO sites



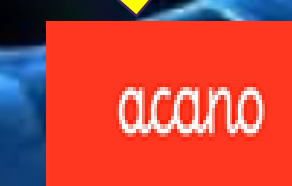
- Easy to use – compatible with everything; instrumental in our collaboration with BMS



- Ever present messaging, easy for ad-hoc meetings



- New Social Media tool: secure, promotes discussion across the enterprise



- Replaced aging technology with cutting edge teleconferencing
- Can link any device, teleconferencing just works



Over three days in November 2013 the company inspired over 34,000 people across 100 countries (which equates to 65% of the entire company) to get involved in an online initiative called 'culture jam'.

Employees had their say and engaged in honest debate with their peers and the Senior Executive Team (SET).

One week after the jam, AstraZeneca CEO Pascal Soriot shared three immediate actions with all employees that would be prioritized following ideas and feedback:

1

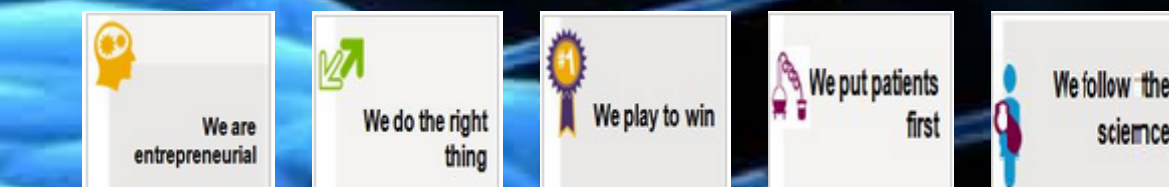
Extending the company's existing patient programmes across Africa

2

Building dedicated innovation spaces in physical offices where employees could come together and exercise their collective creativity

3

Making better use of social technologies and using collective brainpower for problem solving



Middle East and Africa Culture Jam:

- Held over 2 days
- 3 Language options
- 2,214 out of 2,700 users participated
- 8 local interest topics for discussion
- Access to area leaders
- PCs, iPads, mobile supported
- >45 countries



The Challenge:

- Six Challenges launched
- 5,000 participants, 500 ideas & \$1 Million of Project Funding Awarded to the Winner



Private Financial forum:

- Way to identify duplication of work, and reduce it
- Several operational effectiveness opportunities discovered

Applications/ IT Brainstorming; a way to;

- Update many IT professionals about current issues and solutions
- Discuss the optimization of future roll outs

Synthetic ideas; reached across functions, and oceans:

- Multiple chemical syntheses optimized across Discovery
- Broadening of chemistry leads for Discovery projects
- Late stage development- scale-up synthesis optimizations

openinnovation

Portal Launched in March, 2014
>4,000 visitors, with over 120 submissions



Clinical Compound Bank

'Patient-ready' compounds with evidence of human target coverage and manageable tolerability are being offered for novel clinical and translational research

20 Patient ready compounds available
New research collaborations formed!

47 compounds offered
Representing > 40 different mechanisms



Pharmacology Toolbox

Compounds with optimized pharmacological properties are available for preclinical research to explore novel disease biology and advance scientific knowledge



Target Innovation

Do you have an innovative target idea for a drug discovery project? We may be able to help you validate your idea, by providing access to our compound library

Access to > 250,000 compounds in AZ collection
1st time external investigator ran HTS within AZ

New compounds added to HTS screens



New Molecule Profiling

Sophisticated cheminformatic and screening technologies are offered to explore the properties and therapeutic innovation potential of novel compounds



R&D Challenges

To expand our problem solving ecosystem, we are sharing key R&D hurdles and looking to collaborate with and reward those who bring innovative solutions

3 R&D Challenges completed
7 solutions awarded so far
More challenges in design

<http://openinnovation.astrazeneca.com>

