



EASA

CASE STUDY

“The development of modeling technology in an organization is typically in the hands of a small sub-group of subject matter experts.

Once these models are mature enough, a natural step is the deployment of such models for the general audiences, who will in turn use these models as tools to help execute their job responsibilities...”

*- Dr. Salvador García-Muñoz
Pfizer*

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Company Name
Pfizer

Industry
Pharmaceutical

EXPERIENCE IN THE CORPORATE-WIDE DEPLOYMENT OF MODELING TECHNOLOGY

For pharmaceutical giant Pfizer, modeling technology serves as the backbone for product design, testing, and improvement. Streamlining and integrating the modeling process and workflows is essential for maximum efficiency as well as for enabling practical access to these tools for non-experts.

Using EASA, Pfizer can create custom GUIs without any programming, for various modeling applications, from simple to complex multi-software workflows.

- These Web-accessible models running with complete reliability throughout the IT infrastructure, including mobile devices.
- The GUIs have a consistent look and feel, enhancing ease of use and eliminating the need to be familiar with the underlying software codes, which can be highly complex.

- Complete security of the intellectual property embedded in the software models is assured
- Full version control is enabled
- An audit trail of usage is automatically generated

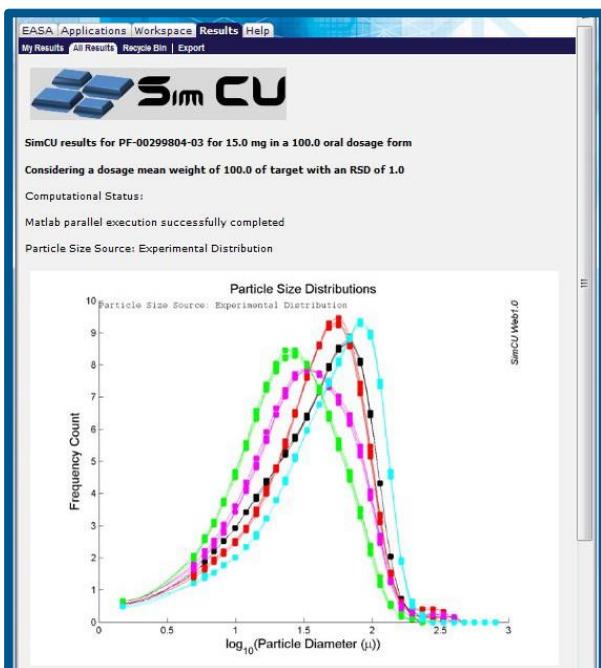
“The development of modeling technology in an organization is typically in the hands of a small sub-group of subject matter experts. Once these models are mature enough, a natural step is the deployment of such models for the general audiences, who will in turn use these models as a tool to help execute their job responsibilities...”

...In this talk we share our experiences implementing a web-based solution to achieve the corporate-wide deployment of models trying to solve some of the complexities before mentioned. Our talk addresses the necessary protocols and efforts involved in launching and maintenance of such a framework, including the different levels of documentation, the efforts to gain end-user participation and to properly manage the lifecycle of a model will be discussed...

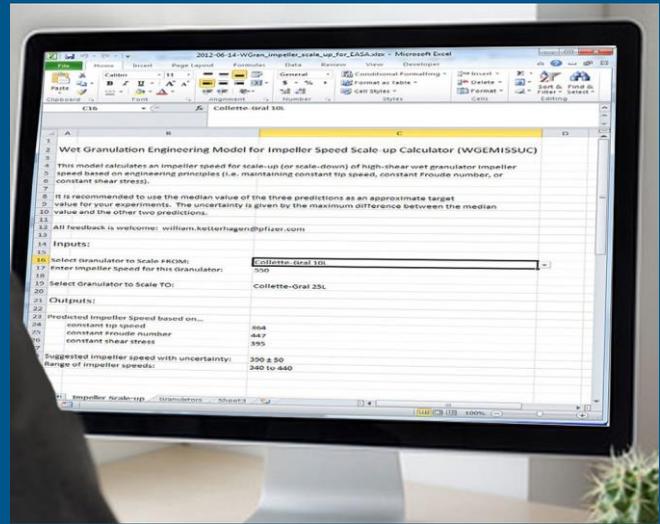
...We will also touch upon the ways this framework has changed the way the subject matter experts and the informatics personnel exchange information and respond to the needs of the end user. Our intention is to spark the debate about the different ways such a platform could potentially change the form in which we transfer or share knowledge from company-to-company, company-to-vendor, company-to-academia, and company-to-agency.”

Dr. Salvador García-Muñoz

From AIChE Paper 322659:
Experiences in the Corporate-Wide Deployment of Advanced Modeling Technology: Making the Complicated Look Simple, But No Simpler Than That!



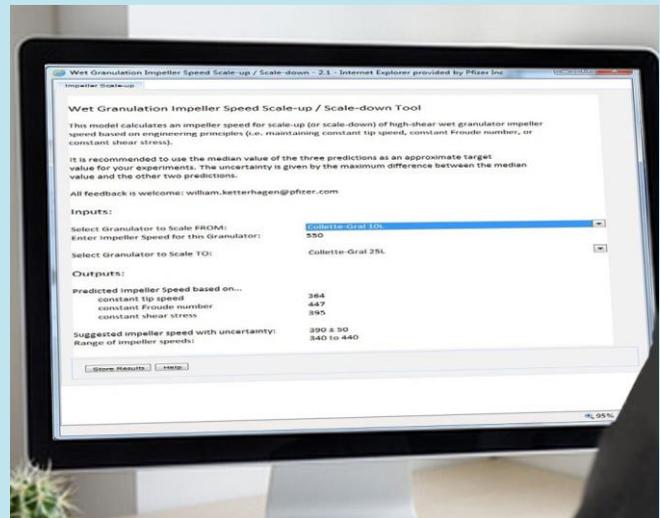
BEFORE EASA



An uncontrolled spreadsheet model with no access control, no version control, and no audit trail



AFTER EASA



The new web-based application, created with EASA's codeless application builder, is far easier to deploy and use. It leverages the existing model and the engineering knowledge already embedded in it, eliminates usage errors, and ensures version control



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