



# SECURE MOBILITY TO EMPOWER LIFE SCIENCES INNOVATION

HELPING BRING NEW LIFE-CHANGING HEALTH SOLUTIONS  
TO MARKET WITH SYNCHRONOSS MOBILITY



# ENABLING PRODUCTIVITY ACROSS THE LIFE SCIENCES VALUE CHAIN

From pharmaceutical and biotechnology companies to medical-device manufacturers, life sciences organizations face some critical challenges. Improving operational performance and reducing cost. Accelerating the pace of innovation. Protecting sensitive information while collaborating with multiple stakeholders. Secure collaboration is key to achieving these goals, and this trend shows no sign of slowing. Nearly two-thirds of pharma CEOs expect to enter into a new strategic alliance or joint venture over the next 12 months.<sup>1</sup>

The underlying challenge is that many life sciences projects are still paper based and haven't truly leveraged the full power of IT, especially secure mobility. This critical technology enables stakeholders across many locations and organizations to stay connected and more quickly and efficiently gather, share, and analyze timely data from anywhere, anytime.

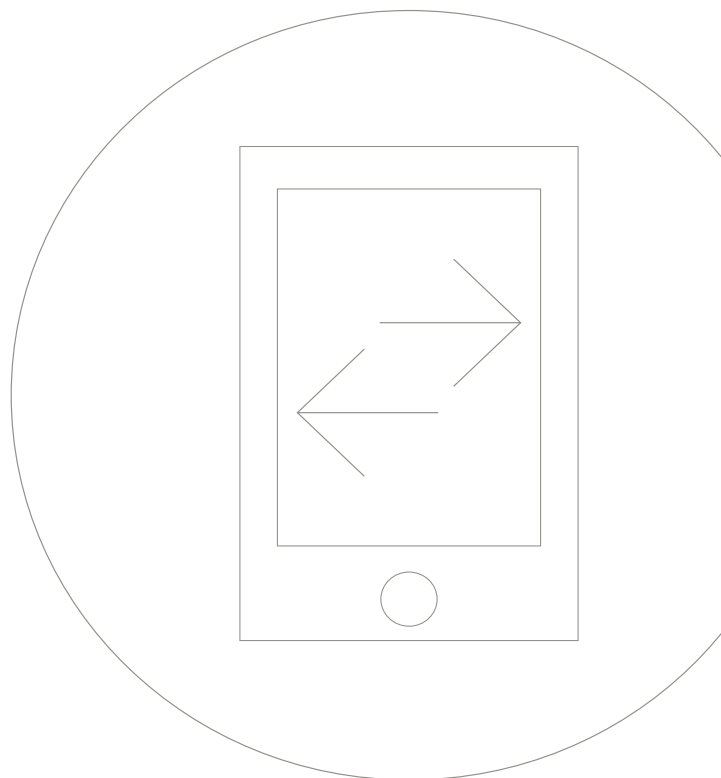
Without secure mobility, it's difficult to share data securely, and it's even more challenging to transform that data into actionable information and insights. Dozens of organizations and thousands of individuals need this information to prove a potential new product or service's efficacy, secure regulatory approvals, and cost-effectively bring new life-improving solutions to the public.

Synchronoss Mobility delivers the new approach to secure mobility that will transform the life sciences industry. It enables life sciences organizations to improve productivity and leverage the power of real-time collaboration to speed the cost-effective delivery of new solutions that can literally transform lives.

**SYNCHRONOSS MOBILITY HELPS LIFE SCIENCES ORGANIZATIONS ADOPT NEW MOBILE TECHNOLOGIES THAT INCREASE PRODUCTIVITY, PROTECT SENSITIVE DATA, AND ENGAGE COLLABORATORS TO SPEED THE PACE OF INNOVATION**

## BENEFITS

- Enhance collaboration by enabling a broad cross section of users both across and among organizations to share data and communicate securely in real time.
- Improve compliance with audit trails and regulatory approvals by tracking who adds or modifies data and when.
- Give authorized users access to protected data on any mobile device, wherever they are.





## UNCOMPROMISED PRODUCTIVITY AND SECURE ACCESS THROUGH MOBILITY

### SECURITY, FLEXIBILITY, AND CONTROL

By making any mobile device a secure access point for life sciences project participation, Synchronoss Mobility enables users to collaborate and communicate more quickly and securely than with traditional paper documents while improving compliance. The Synchronoss secure container, Lagoon, allows organizations to integrate existing third-party applications while streamlining workflow. Synchronoss Lagoon gives organizations the security to explore innovative new applications that can give users mobile access to the technology they need to increase productivity and improve user adoption and satisfaction.

For example, identifying candidates for clinical trials can be difficult, but keeping them engaged can be even more challenging. Making the process as convenient as possible

can make a huge difference in fostering ongoing involvement. Allowing participants to use their own familiar mobile devices—coupled with a user-friendly, flexible, and secure personal authentication method for login—makes it easy.

Today's pervasive mobile device usage means that all stakeholders can stay mobile as they participate in life sciences projects. This is critical to doing business and achieving success in this fast-paced, highly competitive environment.

Synchronoss Mobility includes all of the tools that life sciences organizations need to stay connected and productive, both inside their own organization and in collaboration with third parties.

**AN OUTDATED IT INFRASTRUCTURE MAY HAMPER EXTERNAL COLLABORATION, AN IMPORTANT ELEMENT OF OPEN INNOVATION, AND STYMIE EFFORTS TO MEET FDA REQUIREMENTS<sup>2</sup>**



## COMPONENTS OF SYNCHRONOSS MOBILITY

Synchronoss Lagoon is a secure container that allows you to house applications securely, so you can tap into innovative new technology while ensuring that corporate and customer data is safe.

By encrypting data and isolating applications from native device protocols before communicating back to the corporate data center, Lagoon ensures that personal data and applications are unaffected while corporate data is kept secure.

Lagoon gives your IT team control and flexibility, including control over password policies, copy-and-paste restrictions, and the ability to wipe company data remotely without affecting personal data on a device in the event of a suspected breach or lost device.

**Synchronoss Orbit** also offers a number of secure productivity applications that allow life sciences organizations to collaborate securely with ease.



- **Orbit Mail** provides corporate email, contacts, calendar, tasks, and notes. Security and identity verification features keep applications fast and responsive, regardless of the user's device and location.



- **Orbit Browser** allows users to securely access intranet and Internet applications and approved cloud services without waiting for a VPN connection. It gives your IT team the option to develop innovative intranet applications, rather than mobile apps, for enhanced flexibility and security.



- **Orbit Drive** allows users to securely access, edit, annotate, and share any kind of file from your storage system. Users can assign keywords to individual files so other users can quickly find relevant information. Easily manage access by controlling who can access and share the document, when the document expires from Lagoon, and which people should receive email alerts when the document is changed. Users can also create and share simple Microsoft Office documents and take photos with the device's built-in camera.



- **The Mobile App Software Development Kit (SDK)** lets you manage custom or third-party apps and plug-ins within a secure container. Custom apps developed with the Synchronoss SDK can pull information securely from multiple cloud services, so you can turn the data generated from mobile application usage into valuable analytic insights.

SYNCHRONOSS MOBILITY  
ENHANCES PRODUCTIVITY AND  
SECURITY WHILE ENABLING YOU  
TO DO BUSINESS EVERYWHERE



## FEATURES AND CAPABILITIES

- Encrypt data using AES-256 and data in transit with Transport Layer Security (TLS).
- Manage password policies and copy-and-paste restrictions, and remotely wipe all data in the Synchronoss Lagoon container from devices with altered operating systems.
- Deploy a solution that is compatible with both one-tier and two-tier Demilitarized Zone (DMZ) network topologies.
- Manage user access, applications, and policies with Synchronoss plug-ins.
- Monitor Central Processing Unit (CPU) and memory utilization and device logs live.

## MEETING THE DIVERSE NEEDS OF A BROAD INDUSTRY

Life sciences encompasses one of the largest sets of industries in the marketplace, including major categories of:

- Pharmaceutical drug discovery and uses
- Biotechnology
- Medical devices
- Diagnostics and testing

Synchronoss Mobility was built with the security and flexibility to meet the exacting needs of highly regulated industries such as these and others in life sciences. It helps gather and analyze data, while providing an audit trail that meets the stringent standards of the FDA, HIPAA, and other regulations.

# LIFE SCIENCES USE CASES

## SYNCHRONOSS MOBILITY EMPOWERS LIFE SCIENCES ORGANIZATIONS TO:



Synchronoss (NASDAQ: SNCR) is the leader in mobile cloud innovation, delivering security, mobility, identity, and analytic solutions for enterprises, mobile carriers, and retailers around the globe. Synchronoss enterprise solutions enable employee productivity without compromising security, allowing enterprises to realize the true power of mobility. For more information, visit us at [www.synchronoss.com/smp](http://www.synchronoss.com/smp).

## REALIZE THE PROMISE OF ENTERPRISE MOBILITY

Uncompromised productivity and security. Our Secure Mobility Platform meets today's needs and can help make tomorrow's possibilities a reality. It is designed to enhance and complement existing mobility investments, so you get a better ROI—and can finally realize the true power of mobility.

Synchronoss Enterprise delivers real mobility for enterprises with the most stringent security requirements. The Secure Mobility Platform enables highly regulated businesses to build toward modern mobility in a way that complements existing investments.

Synchronoss Enterprise, in a joint venture with Goldman Sachs and Verizon, is extending deeper into the enterprise to bridge the gap and solve the inherent complexity associated with mobility and identity.

Since 2000, we've provided cloud solutions and software-based activation to communication service providers across the globe. Companies such as AT&T, Verizon Wireless, Comcast, Time Warner Cable, Apple, and Microsoft have used our scalable technology solutions to allow their customers to connect, synchronize, and activate connected devices and services that power the connected world.

We know mobility. We know security. We can help your organization do secure business, everywhere.

1. *Redefining Business Success in a Changing World: Pharmaceuticals and Life Sciences Industry Key Findings*, PwC, 2016  
2. *2016 Global Life Sciences Outlook: Moving Forward with Cautious Optimism*, Deloitte, 2015