

## Persistent Systems launches single platform solution for pharma packaging

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Pune-based Persistent Systems recently launched PaxPharma, a compliance-based, Design to Print (D2P) automation solution designed specifically for pharmaceutical packaging and product lifecycle management. This is Persistent's newest offering in the Paxpro Enterprise Collaboration Solution. It is said to be first-of-its-kind for the pharmaceutical industry, delivering the entire D2P supply chain on one easy to use platform - from NPI/NPD, product design and CAD, to labeling, artwork management, PLM and document lifecycle management for pharma covigilance.

Mr Ram Pazhayannur, vice president, Paxpro Business Unit, Persistent Systems elaborated about the product, "PaxPharma is a solution that helps pharma companies automate their entire product lifecycle - from new product introduction, to financial planning, bills of materials management, artwork & labeling management and label change management from pharmacovigilance. The existing PaxPharma solution can be extended here for biologics/vaccines as well."

A unique feature is said to be the enhanced user experience through a fully integrated solution with secure data transfer across modules that significantly helps reduce human error and ensures regulatory compliance, and improves time to market. Also, PaxPharma is offered as a hosted solution, hence there is zero IT overhead for the customer.

He adds, "PaxPharma includes a unique FDA rules database module that manages the rules and regulations set by the FDA for each product type, from OTC drug to cosmetics. This module automatically selects several of the FDA rules based on product attributes specified by the labeling specialist - greatly reducing errors and providing significant time savings. Near print-ready Drug Fact Templates (DFT's) and labeling documents can be produced using this module allowing marketing managers to have better control of their artwork and labeling assets while reducing dependency on graphic artists and post production iterations."

About the product reception since its launch he says, "We have had very good response thus far and we are optimistic of the coming months as well. Currently we are in late stage discussions with few a pharma customers. "Persistent Systems has

commented that, currently there are no prospects in India, but they will be launching a solution designed for the Indian market soon, as well."