



Shoulder to shoulder

How being in good company can make a good company

In an industry where innovation and growth are paramount to success, one of the world's leading International Pharmaceutical Providers (IPP) was no stranger to this fact. Once a humble start up, the IPP had come to not only provide but also improve access to medicine for millions of patients around the world by adhering to its core values: collaboration, courage, perseverance, and passion.

Though already an industry leader and giant of innovation in its own right, the IPP was not absolved of the challenges that all growing organizations face. One such challenge being the necessity of adapting their technology to meet the demands of an increasingly advanced tech landscape.

However, what they needed wasn't simply technology.

In order to transform their operations and sustain the implementation of necessary new tech, they would need to seek out a partner with more than just the right technical expertise. This journey would require partners that had the capacity to drive innovation, encourage knowledge growth, and incorporate the IPP's core values into their approach – especially collaboration and perseverance.

A partner to look up to

The outdated systems of the IPP stood as a barrier to progress and their ability to continue providing affordable, high-quality pharmaceutical solutions directly to those in need. As these needs evolved and their client base continued to grow, the IPP knew they had to forge a new way forward.

Enter Softchoice and AWS

These two players brought to the table an innovative spirit, the belief that technology could transform any challenge into a positive opportunity and, importantly, the access to said technology. It wasn't a crisis that brought these three together, but a shared purpose – to elevate their capabilities through partnership, driven by a thirst for growth, self-improvement, and the call to serve those in need.





'If you teach a man to fish...'

Softchoice's dedication to incorporating education into their approach became a cornerstone of the transformation. By teaching the teams they worked alongside how to oversee and manage their new tech, Softchoice ensured that the IPP's people were more skilled and prepared to excel than before.

As the partnership unfolded, the IPP's teams were guided through the intricacies of their new AWS systems – one of which was a Proxy Virtual Machine tailored to their needs with bolstered security and modernization. The migration was enabled by Datadobi, while Softchoice ensured VPN connections and virtual machine configurations aligned seamlessly within the IPP's data center.

The results of Softchoice's proactive approach had a profound positive impact, ultimately winning the praise of the IPP's main stakeholder who applauded the lasting efficiency and education that Softchoice facilitated internally.

Despite the physical distance between all the players involved, the technology that brought them together led to a newfound understanding of collaborative intent and the importance of proximity to excellence. Not just in a technical sense, but as a means of learning from one another by working alongside one another.

Shared values, shared victories

The transformative journey of the IPP and Softchoice reshaped not only systems but mindsets. Their shared victory was a testament to the power of collaboration and the significance of shared growth in pursuit of a worthy cause.

The lasting moral of their story was of the importance of working with those who knew the way, yet still sought to learn, grow, and share. The IPP learned that alongside the right partners, growth wasn't just about expanding horizons; it was about embracing the unknown with courage and unity and leaning into the potential to become giants that is within us all.

It is a reminder that collaboration fuels innovation, and innovation nurtures growth. The tale of the IPP and Softchoice stands as a testament to the strength of partnership, the importance of shared values, and the indomitable spirit of innovation that propels organizations toward greatness if just given the right tools.

When giants unite, they not only stand taller, but they reach further, inspiring a world that dares to dream beyond limitations.