



Pharma manufacturers have all the data - so why doesn't value happen?

Like other industrial organizations, pharmaceutical companies face a slew of external risk factors, including supply chain disruptions, rising raw material costs and cyber risks.

But, in recent years, European manufacturers have also seen their growth and competitiveness threatened by **challenges in information management** and compliance — with more than one in two respondents citing difficulties with audits, traceability or information-sharing among their top concerns.

Top Five Pressing Challenges

01. Scale-up

Scaling processes from one manufacturing plant to others



02. Compliance

Maintaining operational efficiency amidst regulatory audits



03. Cost-Control

Controlling raw material costs



04. Demand Pressure

Meeting growing demand



05. Asset Management

Managing and organizing documents and data



To overcome these information challenges, pharmaceutical manufacturers place a double bet on AI for predictive maintenance and automation.

Four in five respondents also believe it will be either "critical" or "highly important" for their organization to invest in better document management, real-time analytics and tools that simplify collaboration and data-sharing.

These priorities indicate that **digital twins** and the maturity of **enterprise asset management systems** are likely to gain traction.



Emerging Technologies Investment Plans For The Next 12 Months

68%

Cybersecurity automation

65%

AI for predictive maintenance

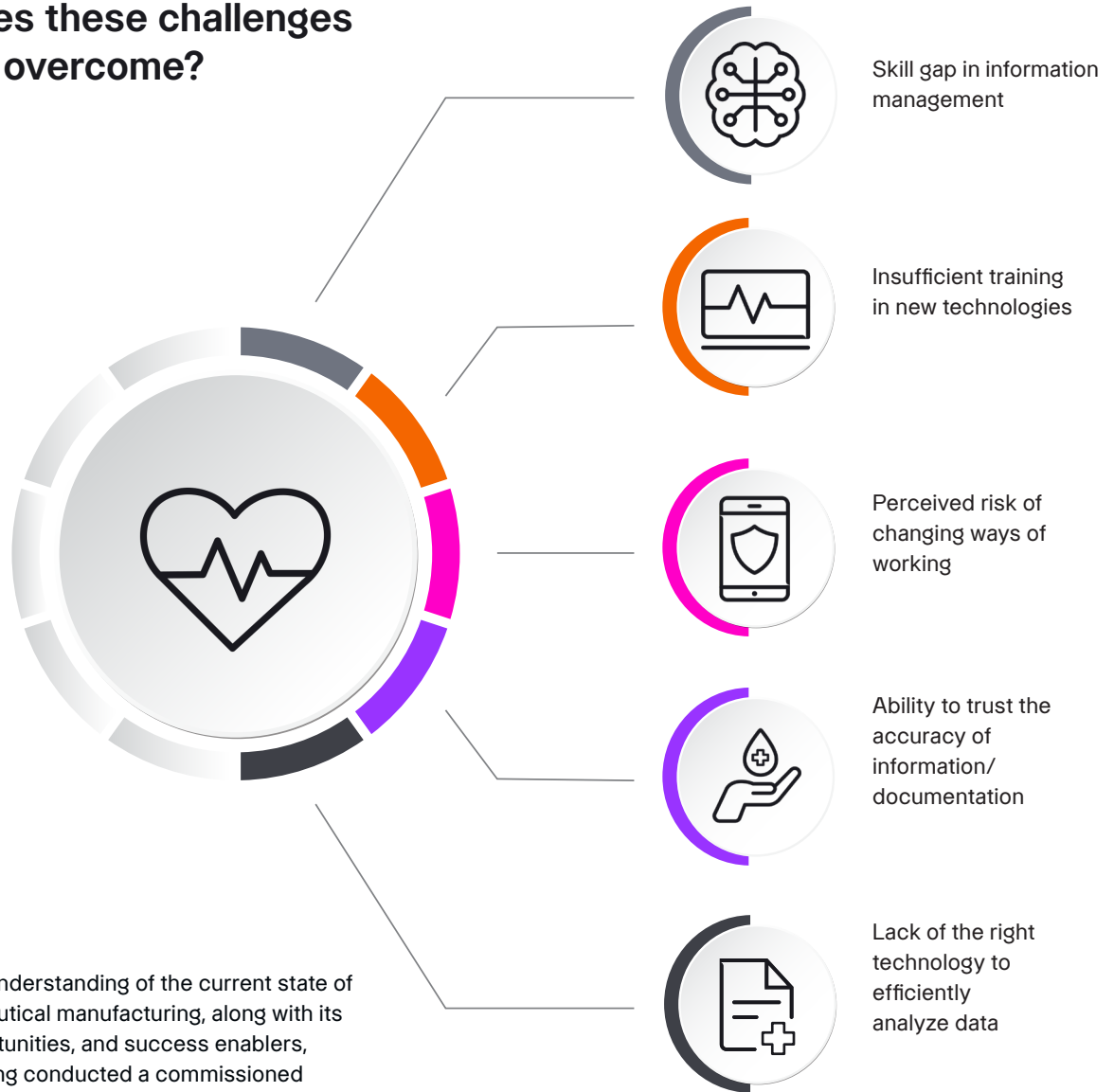
61%

Automation of product development workflows

61%

AI for native language interface

What makes these challenges difficult to overcome?



To gain a deeper understanding of the current state of modern pharmaceutical manufacturing, along with its challenges, opportunities, and success enablers, Forrester Consulting conducted a commissioned study on behalf of Hexagon between December 2024 and January 2025. The study involved interviews with 161 decision-makers in pharmaceutical organizations, 72% of whom are top managers (CEOs, Vice Presidents, Directors, etc.).

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