SANOFI HERITAGE PROJECT

February 6th, 2018

SANOFI HERITAGE PROJECT

BACKGROUND

Opportunity:

Sanofi has a huge collection of historical archives coming from the many companies that joined the group over time.

Problem:

The knowledge and contents accumulated over the years are not stored and structured in a way that enable their leveraging and sharing

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OBJECTIVES

Objectives:

To provide easy access to information and contents about Sanofi's History, from the collection of historical archives, to address communication, corporate and business requests
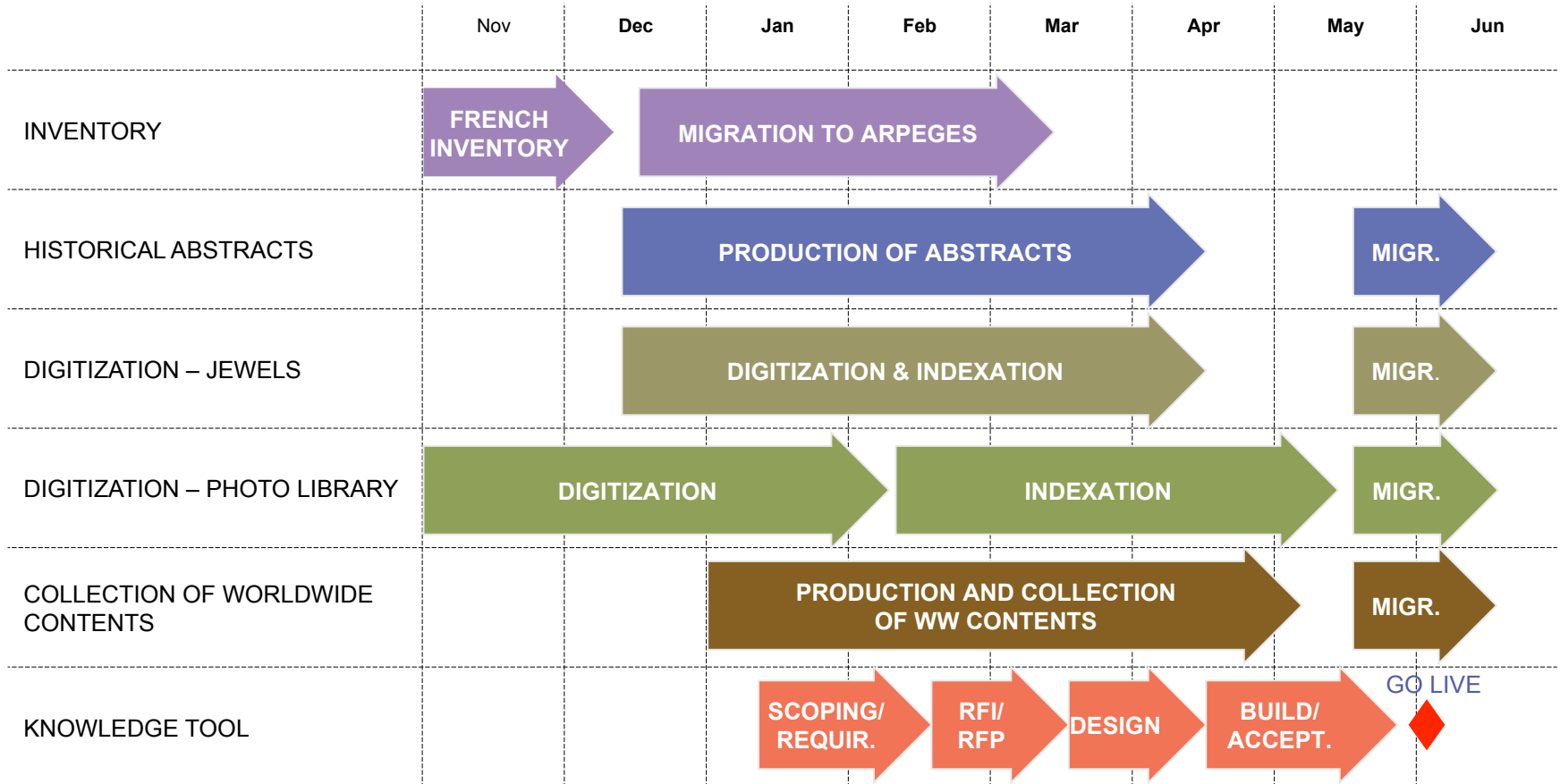
Examples of requests:
- Commemorate a product launch, a site creation, an entity creation, the establishment in a region…
- Collaborate to an exhibition, the production of a documentary, of a press article, of a journal issue related to Sanofi's activities…

Process:

- Step 1: inventory the whole collection of historical archives
- Step 2: extract information and digitize documents
- Step 3: implement a knowledge tool to store and provide easy access to these contents

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MACRO PLANNING

	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
INVENTORY	FRENCH INVENTORY	MIGRATION TO ARPEGES						
HISTORICAL ABSTRACTS			PRODUCTION OF ABSTRACTS				MIGR.	
DIGITIZATION – JEWELS			DIGITIZATION & INDEXATION				MIGR.	
DIGITIZATION – PHOTO LIBRARY	DIGITIZATION			INDEXATION			MIGR.	
COLLECTION OF WORLDWIDE CONTENTS			PRODUCTION AND COLLECTION OF WW CONTENTS				MIGR.	
KNOWLEDGE TOOL			SCOPING/ REQUIR.	RFI/ RFP	DESIGN	BUILD/ ACCEPT.	GO LIVE	

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FIRST STEP: INVENTORY!

Initial situation:
- ~2000 linear meters of archives
- Boxes everywhere
- No complete and unique inventory
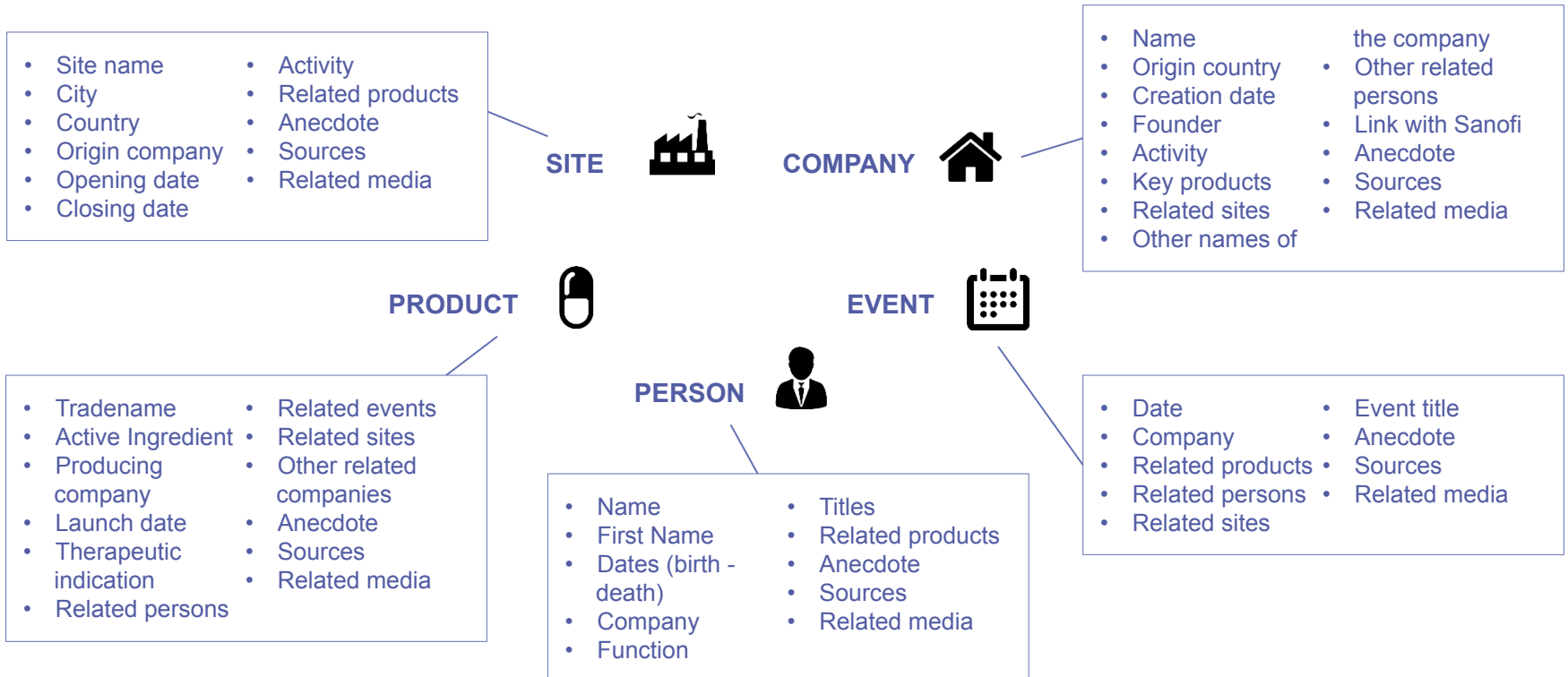- No reference to location

Current situation:
- 11 296 items inventoried, located and described in a single file (to be migrated in Arpeges)
- **We know what we have and where to find it!**

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HISTORICAL ABSTRACTS

Purpose: to collect historical data on key historical topics (products, sites, companies, personalities, events) and structure them as a kind of "Wikipedia" of Sanofi's History, with links to navigate from one abstract to an other

SITE

- Site name
- City
- Country
- Origin company
- Opening date
- Closing date
- Activity
- Related products
- Anecdote
- Sources
- Related media

COMPANY

- Name
- Origin country
- Creation date
- Founder
- Activity
- Key products
- Related sites
- Other names of
- the company
- Other related persons
- Link with Sanofi
- Anecdote
- Sources
- Related media

PRODUCT

- Tradename
- Active Ingredient
- Producing company
- Launch date
- Therapeutic indication
- Related persons
- Related events
- Related sites
- Other related companies
- Anecdote
- Sources
- Related media

PERSON

- Name
- First Name
- Dates (birth - death)
- Company
- Function
- Titles
- Related products
- Anecdote
- Sources
- Related media

EVENT

- Date
- Company
- Related products
- Related persons
- Related sites
- Event title
- Anecdote
- Sources
- Related media

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DIGITIZATION OF 1000 "JEWELS" ("PEPITES")

Purpose: to digitize (in hi-fi) a selection of ~1000 archives (photos, advertisements, packagings…) idenitified as highly patrimonial (as regard to esthetic and informational value) and related to historical abstracts produced


Choay Jean : portrait de gauche à droite : Petitou Maurice, Choay Jean, Lormeau Jean-Claude

Choay Jean : portrait à son bureau

Choay Maurice : portrait

Collobiasse Dausse : boîte de médicament

Conditionnement Specyton

Croix de Berny : Centre de recherche de Pechiney Saint-Gobain, 1960

See on Web :
http://149.202.180.132/

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DIGITIZATION OF PHOTO LIBRARY

Purpose: to digitize (in lo-fi) a collection of ~60 000 photos named the "Photo library", containing portraits, photos of employees at work, sites, events and parties, communication campaigns, drug packagings…
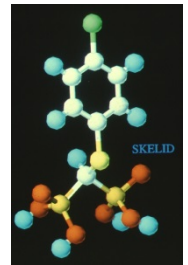
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DIGITIZATION - AUDIOVISUAL COLLECTION

Purpose: to feed the knowledge tool with historical films and videos already digitized by Cité de Mémoire

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COLLECTION OF WORLDWIDE CONTENTS

Purpose: to collect abstracts and digitized archives from the local RM to feed the knowledge tool

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KNOWLEDGE TOOL

Purpose: to implement a "knowledge tool" to store and provide easy access to two types of contents:

- Historical information extracted from the archives
  Information such as product launch date, site opening date…
  Presented as short **abstracts** on a specific topic
  5 categories of topics: products, sites, companies, personalities, events

- Digitized archives
  Ex. photos, videos, old packaging, advertisings, internal magazines, general meeting minutes…

Target users: a restricted group of users mainly from records management and communication departments.

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KNOWLEDGE TOOL - NAVIGATION

Search screen: the user launches a search on the company named "Laboratoires Roger Bellon", by selecting it in a drop down list

Company: Laboratoires Roger Bellon

Joullié
L'Equilibre Biologique
Laboratoires Roger Bellon
Merrell
Midy
Nattermann

Product:

Site:

Person:

Country:

Date   From: To:

Type of content: All

All
Photos
Packaging
Videos

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KNOWLEDGE TOOL - NAVIGATION

Result screen: the results displayed include all the contents indexed with the term "Laboratoires Roger Bellon" in the "Company" fields. These results are both historical abstracts (company, personnality, product or site abstract) and digitized archives (object, photo…).
NB: abstracts are displayed in first position, and the one about Laboratoires Roger Bellon is the very first result.

The user clicks on the Laboratoires Roger Bellon abstract.

Type: Company abstract
Title: Laboratoires Roger Bellon

Type: Product abstract
Title: Solutricine

Type: Site abstract
Title: Monts

Type: Person abstract
Title: Roger Bellon

Type: Photograph
Title: Automatic packaging of Solutricine at Monts factory

Type: Object
Title: Solutricine packaging

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KNOWLEDGE TOOL - NAVIGATION

Company abstract (Laboratoires Roger Bellon): the abstract about Laboratoires Roger Bellon is displayed. The user clicks "Solutricine" product. NB: all the terms in blue are also links lauchning other requests

LABORATOIRES ROGER BELLON

Type	**Company abstract**
Company name	**Laboratoires Roger Bellon**
Origin country	**France**
Creation date	**1933**
Founder	**Roger Bellon**
Activity	**Pharmacy**
Key products	**Pipram**; **Solutricine**
Related sites	**Monts**
Acquiring company	**Rhône-Poulenc**

SANOFI BUSINESS SERVICES

KNOWLEDGE TOOL - NAVIGATION

Result screen: the results displayed include all the contents indexed with the term "Solutricine" in the "Product" fields. These results are both historical abstracts (company, product or site abstract) and digitized archives (object, photo…).
NB: abstracts are displayed in first position, and the one about Solutricine is the very first result.

The user clicks on the Solutricine abstract.

Type: Product abstract
Title: Solutricine Product

Type: Company abstract
Title: Laboratoires Roger Bellon company

Type: Site abstract
Title: Monts site

Type: Photograph
Title: Automatic packaging of Solutricine at Monts factory…

Type: Object
Title: Solutricine packaging

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KNOWLEDGE TOOL - NAVIGATION

Product abstract (Solutricine): the abstract about Solutricine is displayed. The user clicks "Monts" site.
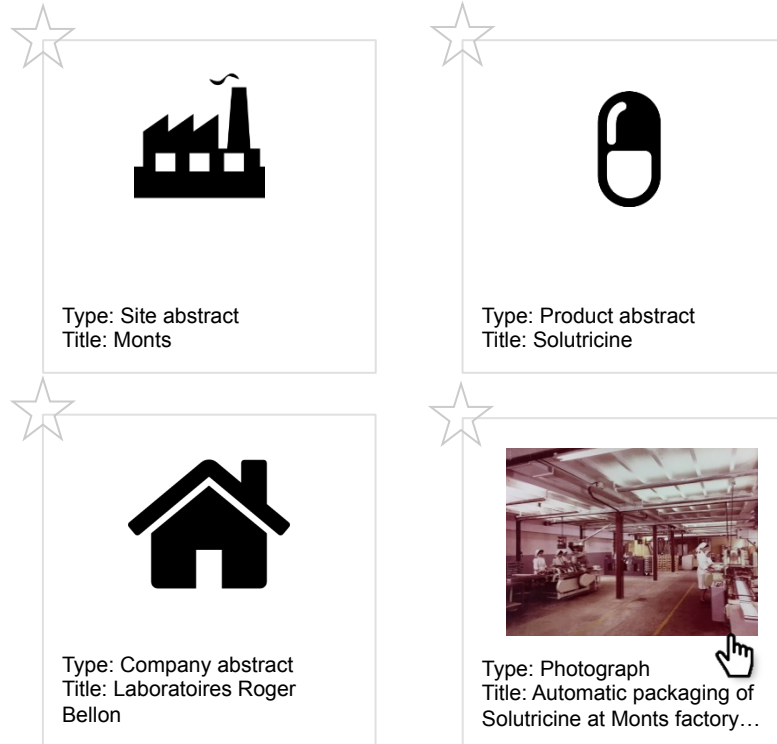NB: all the terms in blue are also links lauchning other requests.

SOLUTRICINE PRODUCT

Type	**Product abstract**
Tradename	**Solutricine**
Country	**France**
Active ingredient	**Tyrothricine**
Producing company	**Laboratoires Roger Bellon**
Launch date	**1948**
Therapeutic indication	Treatment of sore throat
Related sites	**Monts**

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KNOWLEDGE TOOL - NAVIGATION

Result screen: the results displayed include all the contents indexed with the term "Monts" in the "Site" fields. These results are both historical abstracts (company, product or site abstract) and digitized archives (object, photo…). NB: abstracts are displayed in first position, and the one about Monts is the very first result.

The user clicks on the photograph.

Type: Site abstract
Title: Monts

Type: Product abstract
Title: Solutricine

Type: Company abstract
Title: Laboratoires Roger Bellon

Type: Photograph
Title: Automatic packaging of Solutricine at Monts factory…

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KNOWLEDGE TOOL - NAVIGATION

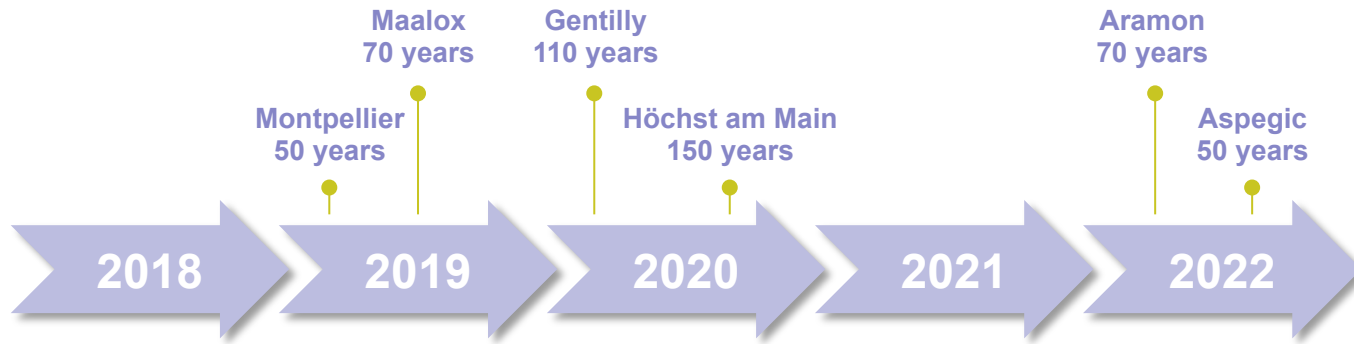**Digitized archive:** the digitized photograph is displayed, with the indexing metadata.

AUTOMATIC PACKAGING OF SOLUTRICINE AT MONTS SITE

Type	Photograph
Title	Automatic packaging of Solutricine at Monts factory in the 50's
Description	Automatic packaging of Solutricine at Monts factory in the 50's
Date	~1950
Country	France
Related product	Solutricine
Related company	Laboratoires Roger Bellon
Related site	Monts

Confidential – Do not disseminate

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KNOWLEDGE TOOL

Advanced result preview

**Maalox
70 years**

**Gentilly
110 years**

**Aramon
70 years**

**Montpellier
50 years**

**Höchst am Main
150 years**

**Aspegic
50 years**

2018 **2019** **2020** **2021** **2022**

DIABETES

CONSUMER
HEALTHCARE

VACCINES

SPECIALTY
CARE

GENERAL
MEDICINES

EUROPE

ASIE

AMERIQUE

AFRIQUE

OCEANIE

SANOFI

THANK YOU

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BUSINESS
SERVICES