



SANOFI BUSINESS SERVICES



SANOFI HERITAGE PROJECT

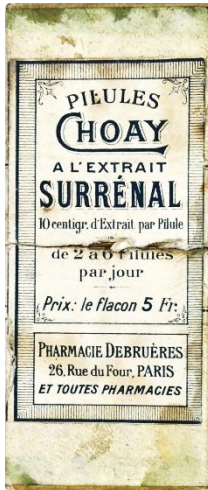
February 2nd, 2018

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SANOFI HERITAGE PROJECT

OBJECTIVES OF THE PROJECT

Objectives: to provide information and contents about Sanofi's History, from the collection of historical archives, to address communication, corporate and business requests.



Examples:

- 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...
- Find information about transfers of assets for the Corporate Tax Affairs Department



Dr. Gaston Roussel

SANOFI HERITAGE PROJECT

BUILDING A "KNOWLEDGE TOOL"

Objective: 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: some contents will be available to all Sanofi employees and some only to a restricted group of users (mainly from records management and communication departments).

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FOCUS ON HISTORICAL ABSTRACTS

Historical abstracts

5 categories of topics

PRODUCT



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

SITE



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

PERSON



- Name
- First Name
- Dates (birth - death)
- Company
- Function
- Titles
- 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

EVENT

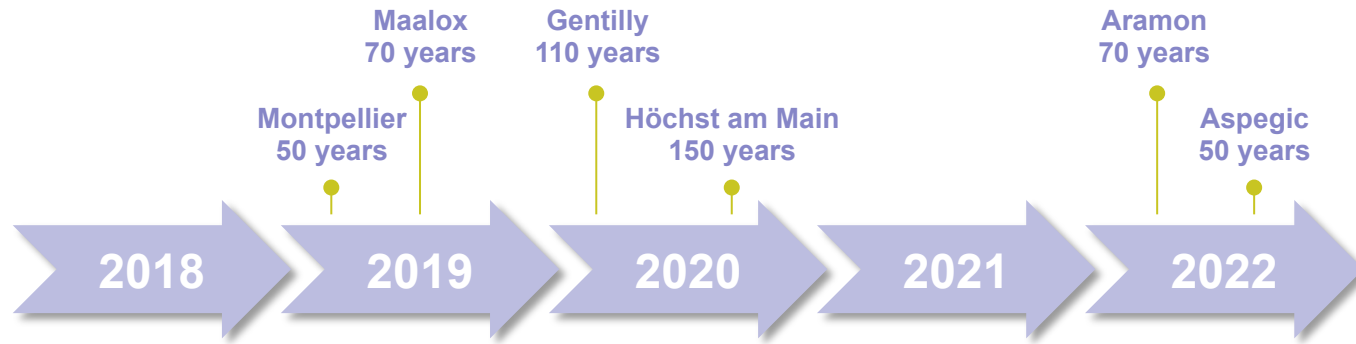


- Date
- Company
- Related products
- Related persons
- Related sites
- Event title
- Anecdote
- Sources
- Related media

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KNOWLEDGE TOOL OVERVIEW

Customized searches



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KNOWLEDGE TOOL: EXAMPLE OF NAVIGATION

Step 1: the user launches a search on “Solutricine” in the Product field

The screenshot shows a search interface with the following fields and dropdown menus:

- Product :** A text input field containing "Solutricine". A dropdown menu is open, showing a list of products: Solian, Solupred, Solutricine (highlighted), Stilnox, Streptomycine, and Surgam.
- Site :** An empty text input field.
- Company :** An empty text input field.
- Person :** An empty text input field.
- Country :** An empty text input field.
- Date :** Two text input fields labeled "From :" and "To :".
- Type of content :** A text input field containing "All". A dropdown menu is open, showing a list of content types: All (highlighted), Photos, Packaging, and Videos.







Search screen

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KNOWLEDGE TOOL: EXAMPLE OF NAVIGATION

Outcome: the following result grid is displayed.

Step 3: the user clicks on the picture named “Conditionnement automatique des pastilles Solutricine”

TYPE	NAME	DATE
 ABSTRACT	Solutricine	s.d.
 OBJECT	Papier buvard publicitaire Solutricine	s.d.
 OBJECT	Boîte de Solutricine Vitamine C	s.d.
 PICTURE	Conditionnement automatique des pastilles de Solutricine	s.d.
 DOCUMENT	Dépôt de marque n° 414 979 du 24 juillet 1947	1947
 VIDEO	Film publicitaire Solutricine	s.d.

Result grid

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KNOWLEDGE TOOL: EXAMPLE OF NAVIGATION

Outcome: the following photo is displayed, with the corresponding indexation note.

Step 3: the user clicks return to return to the result grid



Description: Conditionnement automatique des pastilles de Solutricine

Date: s.d.

Type: Photographie

Pays: France

Produit: Solutricine

Société: Laboratoire Roger Bellon

Personnalité: n/a

Site: Monts

N°boîte: B00663587

[Retour](#)







Digitized archive and its indexation note

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KNOWLEDGE TOOL: EXAMPLE OF NAVIGATION

Outcome: the previous result grid is displayed again

Step 4: the user clicks on the abstract named “Solutricine”

TYPE	NAME	DATE
 ABSTRACT	Solutricine	s.d.
 OBJECT	Papier buvard publicitaire Solutricine	s.d.
 OBJECT	Boîte de Solutricine Vitamine C	s.d.
 PICTURE	Conditionnement automatique des pastilles de Solutricine	s.d.
 DOCUMENT	Dépôt de marque n °414 979 du 24 juillet 1947	1947
 VIDEO	Film publicitaire Solutricine	s.d.

Result grid

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KNOWLEDGE TOOL: EXAMPLE OF NAVIGATION

Outcome: the following abstract about Solutricine is displayed

Step 5: the user clicks on the key-word “Laboratoire Roger Bellon”

Nom de marque	Solutricine
Principe actif	Tyrothricine
Société productrice	Laboratoire Roger Bellon
Année de lancement	1948
Indication thérapeutique	Produit antibiotique pour affections buccales
Sites liés	Monts
Autres sociétés liées	-
Sources	"Les antibiotiques" par André Frogerais
Illustrations	Papier buvard publicitaire Solutricine Boîte de Solutricine Vitamine C














Product abstract about “Solutricine”

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KNOWLEDGE TOOL: EXAMPLE OF NAVIGATION

Outcome: the following result grid is displayed

Step 5: the user clicks on the abstract named “Société Laboratoire Roger Bellon”

TYPE	NAME	DATE
 ABSTRACT	Personnalité Roger Bellon	s.d.
 ABSTRACT	Société Laboratoire Roger Bellon	s.d.
 PICTURE	Portrait de Roger Be 	s.d.
 PICTURE	Portrait de Roger Bellon	s.d.
 PICTURE	Siège social du laboratoire Roger Bellon à Neuilly-sur-Seine	s.d.
 PICTURE	Usine de Monts	s.d.
 ABSTRACT	Solutricine	s.d.
 OBJECT	Papier buvard publicitaire Solutricine	s.d.
 OBJECT	Boîte de Solutricine Vitamine C	s.d.
 PICTURE	Conditionnement automatique des pastilles de Solutricine	s.d.
 DOCUMENT	Dépôt de marque n °414 979 du 24 juillet 1947	1947
 VIDEO	Film publicitaire Solutricine	s.d.

Result grid

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KNOWLEDGE TOOL: EXAMPLE OF NAVIGATION

Outcome: the following abstract about “Laboratoire Roger Bellon” is displayed

Etc.

Nom	Laboratoire Roger Bellon
Pays d'origine	France
Date de création	1933
Fondateur	Roger BELLON
Domaine d'activité	Pharmacie
Produits phares	Pipram (acide pipémidique); Solutricine (tétracaïne)
Sites liés	Monts (usine et R&D)
Lien avec Sanofi	En 1963, Rhône-Poulenc SA devint actionnaire majoritaire du Laboratoire Roger Bellon et sa présence fut peu à peu élargie. Il s'agissait à l'époque de prise de contrôle d'une des plus importantes entreprises pharmaceutiques françaises. Elle fut absorbée par la suite en 1992 par Rhône-Poulenc Rorer.
Sources	B00663580; B00663598
Illustrations	Portrait de Roger Bellon Siège social du laboratoire Roger Bellon à Neuilly-sur-Seine Boîte de Solutricine Vitamine C

Company abstract about “Laboratoire Roger Bellon”

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The screenshot shows a search interface with the following elements:

- Company:** A text input field containing "Laboratoires Roger Bellon". A dropdown menu is open, showing a list of companies: "Joullié", "L'Equilibre Biologique", "Laboratoires Roger Bellon" (highlighted), "Merrell", "Midy", and "Nattermann".
- Product:** An empty text input field.
- Site:** An empty text input field.
- Person:** An empty text input field.
- Country:** An empty text input field.
- Date:** Two text input fields labeled "From:" and "To:".
- Type of content:** A text input field containing "All". A dropdown menu is open, showing a list of content types: "All" (highlighted), "Photos", "Packaging", and "Videos".

Search screen


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★



Type: Person abstract
Title: Roger Bellon

★



Type: Company abstract
Title: Laboratoires Roger Bellon

★




Type: Product abstract
Title: Solutricine

★




Type: Object
Title: Solutricine packaging

★



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

★



Type: Site abstract
Title: Monts

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

Personality: Roger Bellon	
Family name	Bellon
Given name	Roger
Date of birth	1905
Date of death	1974
Company	Laboratoires Roger Bellon
Function	Founder
Title	CEO (1933-1974)

Company: Laboratoires Roger Bellon	
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

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Photograph #1

Title	Automatic packaging of Solutricine
Description	Automatic packaging of Solutricine at Monts factory in 1953
Date	1953
Country	France
Type	Photograph
Related product	Solutricine
Related company	Laboratoires Roger Bellon
Related site	Monts

THANK YOU



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