

# A Formula for Scientific Breakthroughs

## VISUAL COLLABORATION BRINGS GREAT DISCOVERIES TO LIGHT

We commissioned an online study among biotech and pharmaceutical researchers in the summer of 2017. This is what respondents told us.

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### HARNESSING THE POWER OF INFORMATION IS CRITICAL.

Those surveyed said their biggest challenges are...

- 57%** Staying on top of the latest advancements
- 47%** Getting access to needed data
- 38%** Managing the scope of projects

Bluescape's boundless virtual workspace scales to the needs of any research. It brings together a wide variety of content elements in a visual environment that is easy to navigate while enabling powerful insights.



### COLLABORATING WITH COLLEAGUES IS THE KEY TO BREAKTHROUGHS.

Those surveyed said it was...

- 54%** Extremely important
- 39%** Very important
- 7%** Somewhat important

### COLLABORATING WITH OUTSIDE EXPERTS IS A CATALYST FOR SUCCESS.

Those surveyed said it was...

- 58%** Extremely important
- 28%** Very important
- 13%** Somewhat important



### TOO MANY TEAMS STILL RELY ON OLD METHODS TO CONNECT.

Of those surveyed:

- 83%** Email
- 57%** Conference call
- 49%** Meet in person
- 46%** Share documents via the Cloud



### ONGOING COMMUNICATION YIELDS THE BEST RESULTS.

Of those surveyed:

- 45%** Share ideas through constant dialogue and discussion
- 28%** Schedule periodic checkpoints
- 16%** Seek as much contact as possible



Bluescape keeps colleagues connected whether local or remote. Everyone has the power to share and interact with content. The persistent environment enables the ongoing development of work with new ideas and learnings.

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### FOSTERING NEW DISCOVERIES IS IN BLUESCAPE'S DNA.

Bluescape's visual collaboration platform ignites breakthrough thinking, accelerates research, and helps bring great discoveries to light.

Visit [bluescape.com](http://bluescape.com) and conduct your own experiment.

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1.888.507.0030

@bluescaper