

## Starting from Scratch: Can we build a data analytics infra-structure that makes a difference?

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In this webinar, held on 28 June 2016, Ashley Fenwick of Zoetis described the strategy they adopted to build a new software infrastructure to support their animal health drug discovery projects, having been spun out of a large pharmaceutical company.

*To hear the narration, please increase your speaker volume.*

### Abstract

Being spun out of a large pharmaceutical company and losing access to a full suite of programs and aids to support drug discovery, Zoetis has had to build its infrastructure from scratch. A monumental task, but also a once in a lifetime opportunity to change how things are done.

In this webinar Ashley Fenwick of Zoetis gave a fascinating overview of a project completed prior to the separation, targeting a potent  $\beta 2$  agonist as a growth promotor for cattle. He illustrated the advantages offered by the suit of programs and solutions Zoetis now have in place, painting an encouraging picture of the future.

One of the key challenges in the development of this new infrastructure was ensuring that project leaders and decision makers have access to the latest and most relevant data for their projects. Ashley also described the results of a collaborative effort to develop a user-friendly tool for creating, sharing and executing structured database queries. This is seamlessly linked with StarDrop™, in which the resulting data are used to guide effective decisions in the selection and design of high quality compounds.