



Pfizer's Innovation Excellence: Empowering the Future of Training with Sphere

Introduction To Pfizer

A GLOBAL LEADER IN PHARMACEUTICAL INNOVATION

The name Pfizer is synonymous with pioneering breakthroughs in healthcare and pharmaceuticals. With a legacy spanning over a century, Pfizer has consistently demonstrated its commitment to advancing medical science, improving patient outcomes, and driving innovation. As a global biopharmaceutical powerhouse, Pfizer's influence reaches far beyond its headquarters, leaving an indelible mark on healthcare systems and communities across the globe.

Pfizer's mission encompasses the broader concerns of healthcare sustainability and accessibility. Guided by the principles of integrity, quality, and patient-centricity, Pfizer continues to set industry standards for excellence and drive transformative change in healthcare.

This case study shines a spotlight on Pfizer's adoption of Sphere's XR solution for enterprise training and optimization. By embracing cutting-edge technologies like extended reality (XR), Pfizer exemplifies its dedication to harnessing the power of innovation to shape a healthier future for all.



INTERVIEWEE

Steven Lathrop
Senior Process Engineer,
Technical Service Lead

Pfizer's Innovation Leadership with Sphere's XR Solution

What challenges or pain points do you anticipate Sphere's XR solution helping Pfizer overcome, particularly in comparison to traditional methods?

"In our clinical manufacturing group at Pfizer, our responsibility is to deliver products to patients in order to meet clinical needs. We have limited resources dedicated to training due to constraints related to equipment and trainer availability. With respect to availability, our primary focus is on clinical product manufacturing, so new hires take a long time to become proficient in performing tasks independently.

Sphere's solution addresses this by providing digital training resources with unlimited uses and applications, allowing us to efficiently train technicians outside of the manufacturing area and at their own pace. Additionally, we plan to leverage Sphere's capabilities for remote equipment simulations, enabling us to further optimize training processes and improve overall efficiency."

What was the driving force behind choosing Sphere as your XR solution provider? What set us apart?

“Our initial collaboration with Sphere was facilitated through a project with Amazon Web Services (AWS), involving our digital twin initiatives. We were seeking an augmented reality training tool, and as the only XR solution available in the Amazon Marketplace, we were introduced to Sphere.”

“Sphere's team demonstrated great adaptability, excitement, and an understanding of our unique needs. This alignment, combined with Sphere's strong technical capabilities, made it a preferred choice for Pfizer.

Sphere's interactive approach has helped us understand how we can integrate the solution effectively into our workflows.”

As you're onboarding Sphere, what are your expectations regarding the positive impact on Pfizer's overall efficiency and productivity?

“Sphere's XR solution aligns with our goals of taking our personnel resources further and improving machine availability by utilizing digital 3D models. We anticipate this leading to better training time allocation and improved productivity. Additionally, we envision using Sphere for tasks beyond training, such as documenting lab procedures and helping to ensure GMP compliance.”

About Sphere

Sphere is an augmented reality tool for modern professionals. The intuitive software helps Fortune 500 customers cut costs and grow revenues by integrating purpose-built XR software into daily business processes.

Sphere's interoperable solution addresses the most critical XR use-cases in one high-impact application. It enables colleagues to collaborate more effectively, connects remote experts to on-site employees, empowers sales teams to sell more, managers to train better, and front-line staff to work faster.

Pfizer is considering both HoloLens and Magic Leap for hardware providers. Can you elaborate on the motivation behind using the Magic Leap 2 headset and its benefits for your use case?

“Absolutely. The presence of HoloLens across our campus due to its association with Microsoft makes it an easily adopted choice. However, Magic Leap's unique features, such as its intuitive user-experience and dimming functionality have caught our attention. The safety and ease of use, especially in clean room environments, make Magic Leap an appealing option. We believe these distinct strengths can complement our XR initiatives.”

How do you see your partnership with Sphere contributing to Pfizer's position as an innovation leader?

“Our partnership with Sphere aligns perfectly with our move toward Manufacturing 4.0 in the pharmaceutical industry. By leveraging Sphere's expertise in digital solutions and strong product offering, we can implement XR technologies that comply with industry standards.”

“This allows us to bring innovative solutions to a highly regulated environment, showcasing Pfizer's commitment to embracing cutting-edge technologies for enhancing operations and training practices.

Sphere's technology and adaptability are instrumental in maintaining our position as an innovation leader.”



www.sphere.tech



sales@sphere.tech