



# Operationalizing GenAI at Scale for a Global Pharma Leader with Brillio's GenAI Pod Solutions

Reducing Costs, Increasing Velocity, and  
Driving AI Innovation Across the Enterprise



With over 20 years of experience in the industry and a workforce of more than 14,000, this global pharmaceutical leader has been at the forefront of medical innovation. Headquartered in Tokyo, with clinical and research centers spanning North America, Europe, and Asia, the organization specializes in developing and commercializing groundbreaking therapies in oncology, urology, immunology, cardiology, and infectious diseases. With a strong patient-centric approach, it actively invests in patient support programs, advocacy initiatives, and partnerships with healthcare providers to drive real-time improvements in treatment.

As the organization embarked on its enterprise-wide adoption of Generative AI, the absence of a centralized, scalable, and user-friendly platform became a growing challenge. Teams were independently exploring AI-driven use cases, leading to fragmented

efforts, duplicated development, and missed opportunities for collaboration. Aiming to unlock the full potential of GenAI across the enterprise, the client envisioned the creation of a GenAI Marketplace, a dedicated platform designed to streamline the discovery, collaboration, and deployment of GenAI applications.

To turn this vision into reality, the organization required more than just a technology provider – it needed a strategic partner with deep industry expertise, agile execution capabilities, and a track record of delivering enterprise-scale solutions.

Brillio emerged as the ideal choice, offering a compelling combination of speed, scale, and strategic insight. Our global presence ensured seamless collaboration with the client's distributed teams, while our deep industry expertise – particularly in life sciences and healthcare – allowed for tailored, regulation-aware solutions.

Brillio's suite of proven accelerators enabled rapid development and faster time-to-value, allowing the client to jumpstart the GenAI marketplace.

# Building the GenAI Pod: Brillio's Solution & Agile Deployment Model

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To realize the client's vision of a scalable, enterprise-wide GenAI Marketplace, Brillio proposed a holistic solution that combined strategic consulting, technical execution, and agile delivery. The goal was to co-create a robust, cloud-agnostic platform that enables seamless development, deployment, and reuse of GenAI services, empowering everyone from data scientists to business users to collaborate, innovate, and scale AI-driven capabilities across the organization.

Central to this effort was developing a dedicated Gen AI Pod Support Team comprising of Brillio and client stakeholders. This cross-functional team played a crucial role in developing a microservices-based platform and driving the deployment of ready-to-use AI solutions, including Copilot Studio.

The end-to-end delivery was further accelerated by a suite of proprietary assets, including design thinking templates, demo libraries, customizable mockups, architectural blueprints, and pre-built GenAI components, such as RAG tuning templates and operational toolkits.



# Accelerating Delivery Through an Industry-Proven Framework



Brillio's approach was anchored in a refined three-phased framework – Discovery, Design, and Delivery – shaped by successful engagements with other large enterprises.

In the **Discovery** phase, empathy mapping and user journey analysis were conducted to uncover the needs of various personas – such as citizen data scientists, prompt engineers, and business users. Through collaborative workshops and storyboarding, the user experience was reimaged, and key platform features were identified and prioritized.

The **Design** phase focused on building detailed solution blueprints with wireframes, prototypes, and technical architectures, all refined through a human-in-the-loop feedback strategy.

In the **Delivery** phase, Brillio set up the foundational infrastructure and implemented core features, including microservices, prompt engineering tools, and Retrieval-Augmented Generation templates, culminating in the launch of a secure, self-service GenAI marketplace tailored to the client's highest-priority use cases.

# Blueprint for Agile Execution: Scaling AI Adoption

To ensure rapid, iterative execution, Brillio deployed an Agile, co-innovation delivery model. This program was structured around four GenAI value teams – each jointly led by members from both organizations. These teams worked in 2-week sprints, aligning delivery to quarterly OKRs that were broken down into features and user stories during sprint planning. Brillio facilitated daily scrums, reviews, and retrospectives to maintain alignment and enable rapid course correction while leveraging tools such as CI/CD pipelines, automated testing, and dashboards to

monitor code quality, sprint velocity, and productivity.

The governance model emphasized joint ownership and transparency, with cross-functional squads empowered to respond swiftly to evolving priorities. Continuous integration, automated builds, and real-time KPIs served as key enablers, allowing the teams to stay nimble while delivering steady, value-driven progress on the GenAI marketplace.

Through a structured, agile execution model, Brillio Transformed GenAI from a siloed initiative into a scalable, enterprise-wide capability.

# A Strategic Shift: From Siloed AI Initiatives to Enterprise-Wide Transformation

The GenAI marketplace was built not just to address immediate operational needs, but to drive long-term transformation across the enterprise. Brillio delivered a flexible, cloud-agnostic platform designed to help teams innovate faster, collaborate more effectively, and scale AI adoption with consistency.

The result was a modular, self-service ecosystem where users could access and integrate a wide range of GenAI capabilities – such as LLMs, RAG, prompt libraries, translation, speech-to-text, text-to-code, and AI avatars – directly into their workflows.

By centralizing access to reusable AI assets, the platform reduced silos, lowered development overhead, and delivered meaningful cost saving.

Brillio's accelerator-driven, agile approach enabled faster time-to-value, with features rolled out in rapid, iterative cycles. Built with a strong foundation of security, trust, and governance, the platform ensured safe experimentation and enterprise-grade resilience. Its cloud-agnostic architecture allowed seamless scalability across business units and regions while fostering a culture of continuous innovation – transforming GenAI from isolated experimentation into a core enterprise capability.

## Business Impact:

**Cost** Reduction

**Faster** Time-to-Value

**Enhanced** Security & Governance

**Scalability** & Flexibility





## ABOUT BRILLIO

Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises. Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise.

Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlassian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ “Brillians” across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.



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