

## HVERNIG VERÐUR VERÐLAUNAVEFUR TIL?

Þorfinnur Skúlason - apríl 2014

 **Alvogen**

# SVEF OG FORSENDUR





Hófi var sætust árið 1985



- Ljóst hver fegurðarviðmiðin voru 1985
- Hvernig færí þetta í dag?
- Eftir hverju fer SVEF?



## Umsögn dómnefndar 2014

### Alvogen besti fyrirtækjavefurinn (Stærri fyrirtæki)

Vefurinn sem stóð upp úr í þessum flokki og greip athygli okkar frá fyrstu heimsókn er bæði **nýstárlegur**, glæsilegur og **tengingin við vörumerkið einstök**. Vefurinn kristallar **nýja nálgun** á viðfangsefnið, og skilar hlutverki sínu afbragðsvel.





**ALVOGEN OG SAMSTARF**



## Alvogen

- Samheitalyfjafyrirtæki sem byggir á gömlum grunni
- Starfsemi í 34 löndum
- Yfir 2.000 starfsmenn á heimsvisu
- Um 50 starfsmenn á Íslandi
- **Vefmál:** Einn vefstjóri en fleiri starfsmenn koma að málum
- **Umfang:**
  - Einn aðalvefur ([alvogen.com](http://alvogen.com)),
  - sex landavefir,
  - 27 vefir fyrir lyf í lausasölu
  - einn innrífefur
- Facebook, Twitter, LinkedIn



# SÝNISHORN

ALVOGEN.COM



ALVOGEN.US.COM



ALVOGEN.RU



ALVOTECH.COM



ALVOGENIUS.COM



ENTROSEAL.COM





## SAMSTARFSAÐILI

Janúar (áður Skapalon)

Tengiliður okkar **Kistrún Konráðsdóttir**

Vikulegir fundir (Trello)

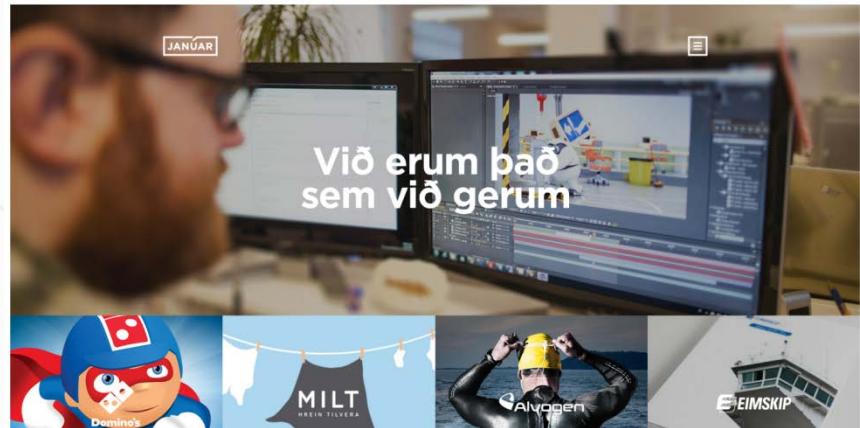
Hönnuður **Arnar Ólafsson**

Samstarf frá stofnun Alvogen

Sjá um hönnun, forritun og tæknilega aðstoð

Leitarvélamál: **Andri Már Kristinsson**

**Nordic emarketing (OTC)**



**ALVOGEN.COM**





## Alvogen.com

- Vefur samstæðunnar
- **Markhópur:** Fjölmíðlar, fjárfestar og hugsanlegir samstarfsaðilar
- Gerum grein fyrir stjórnendum
- Miðlum myndefni og upplýsingum um félagið
- Birtum fréttatilkynningar
- Tökum saman þræði í því sem er gert í samfélagsmálum vítt og breitt
- Erum ekki með vöruupplýsingar



## Fyrri gerð Alvogen.com var í loftinu í eitt ár, 2012-2013

- Kaldari litir
- Meira svart/hvítur
- Flóknara samspil mynda og texta
- Hreyfing í hringjum
- Ítrun



# Vefur endurnýjaður á haustdögum 2014

COUNTRY: ALVOGEN GLOBAL ▾

Products Collaborations Better Planet Company News Join Us

**Alvogen**

We are not afraid to  
an Unbeaten pa

CITIZENSHIP

**Alvogen**

Products Collaborations Better Planet Company News Join Us

**Together we can make a difference**

The Alvogen family is committed to making the world a better place for children and their families. We believe there is no one better whom to work on this dream than UNICEF and the Red Cross. Alvogen's global Citizenship Fund covers a wide variety of programs.

**Citizenship Programs**

**BETTER PLANET**  
Better Planet is our global charity fund, which supports local and global charity organizations. On a global level we work with UNICEF and the Red Cross but locally with various charity organizations.

**BUILDING YOUNG LIVES**  
We like to make the world a better place for children and Better Planet is designed to take on tough challenges in the global community and

**EMPLOYEES INVOLVED**

**2.000**

**COUNTRIES COVERED**

**30**

PRODUCTS

**Alvogen**

Products Collaborations Better Planet Company News Join Us

**Committed to Quality**

Founded upon our reputation for quality, compliance and dependability, we strive to deliver uncommon, unwavering value and be a partner of choice. At Alvogen, quality is non-negotiable.

**OUR VALUES**

**Product Portfolio**

of a broad range of conditions in the fields of neurology and markets a growing medicines and medical largest market with Other key markets

**PHARMACEUTICAL PROJECTS IN DEVELOPMENT**

**200**

**PRODUCT LAUNCHES EACH YEAR**

**100**



## Nýi vefurinn

We are not afraid to follow an unbeaten path

Alvogen launches Inflectra in Europe

Alvogen is a multinational pharmaceutical company

Fast Growing Product Portfolio

Building Young Lives

Volunteering

Say hello to Fun!

## Gamlri vefurinn

A Fast Growing Pharmaceutical Company

Alvogen is a multinational pharmaceutical company focused on complex generic products

Fast growing product portfolio

Better Planet

Alvogen is Open for Collaboration

Say hello to Fun!



## Einstaka þættir í hönnun

**COLLABORATIONS**

# Open for collaborations

Collaboration with other companies in our industry, academia, government and non-governmental organizations is fundamental to our strategic objective of promoting growth and diversification, global business and delivering a wide range of valuable products.

[BECOME A SUPPLIER](#) [SUBMIT BUSINESS IDEA](#)

## Worldwide Offices

# 30

OFFICES WORLDWIDE

Alvogen has commercial operations in more than 30 countries, with manufacturing and R&D capabilities in the U.S., South Korea and Romania. Alvogen's lines of business include: Generic sales and marketing (Gx), product development, contract manufacturing (CMO) and contract research (CRO).

The map displays the locations of Alvogen's offices across six continents. In North America, offices are located in the USA (multiple locations) and Canada. In Europe, offices are in the UK, Ireland, France, Germany, Italy, Spain, Portugal, Poland, Czech Republic, Slovakia, Hungary, Croatia, Serbia, Montenegro, Bosnia, Albania, Kosovo, Romania, Estonia, Latvia, Lithuania, and Russia. In Asia, offices are in China, Hong Kong, Taiwan, Philippines, South Korea, Vietnam, Singapore, Thailand, India, Myanmar, and several countries in Southeast Asia. In Australia and New Zealand, offices are in Australia, New Zealand, and South Africa.

## Image gallery





# Villumeldingar í formum, myndir

**Alvogen**

Products   Collaborations   Better Planet   Company   News   Join Us

Alvogen in Brief

**Company Overview**

Alvogen is a multi-national, privately-owned pharmaceuticals company focused on developing, manufacturing and distributing generic, Over-the-counter brands (OTC) and biosimilar products. The company is committed to building the next-generation generics company through the strategic selection of products, partners and markets, and the utilization of an effective consolidated global supply chain.

With more than 200 pharmaceutical projects in development and registration, the group's product portfolio consists of a broad range of listed and unlisted products across a variety of therapeutic areas of oncology, cardiology, respiratory, neurology and gastroenterology.

Alvogen has commercial operations in over 30 countries with 1,500 employees. The Company has manufacturing and R&D in the U.S., Romania and South Korea.

\* Tablets and capsules

**ALVOGEN'S LINES OF BUSINESS**

WORLDWIDE OFFICES	<b>30</b>
MANUFACTURING CAPACITY BN <sup>†</sup>	<b>7-9</b>
PROJECTS IN DEVELOPMENT	<b>200</b>

<sup>†</sup> Tablets and capsules

**Strategy & Vision**

The reality facing the generic pharmaceutical industry today is a continuous decline towards a purely commodity-based business, creating significant challenges for the future. This requires a clear strategy and vision. Alvogen has taught us that challenging times create real opportunities for change - new ideas and new approaches.

**LIFE AT ALVOGEN**

Our goal is to be a top ten global generics player. Three main pillars support our ambitious growth strategy: Targeted selection of products and markets, delivery of operational excellence and a strategic selection of people and partners. Robert Wessanen is the Chairman and CEO of Alvogen and leads its global expansion.

**a proven track record**

**MEET MANAGEMENT**

Country managers and business unit leaders drive continuous improvement and are responsible for business development and customer service levels across their regions. They are supported by global and regional portfolio, quality, supply chain and regulatory teams and local support services.

The executive leadership team forms the Alvogen Management Board.

**Application Form**

First name  Please fill in your first name

Last Name

Field / Profession

City

Country

Phone number

E-mail

Comments

**JOIN US**

The Alvogen team is global, diverse and enthusiastic about taking on new challenges. As we continue to grow and expand into new markets, we will look for innovative, street-smart, experienced and ambitious people to join us.

Through this form you can provide us with information about yourself. Your information will be sent to our HR team so that they can contact you when opportunities become available.



## Skalanlegur vefur

**Alvogen | A multinational** [www.alvogen.com](http://www.alvogen.com)

We are not afraid to follow an unbeaten path

### Alvogen launches Inflectra in Europe

Alvogen has launched Inflectra™, Europe's first biosimilar monoclonal antibody (mAb) therapy that has been approved for the treatment of inflammatory conditions into Central and Eastern Europe. The launch represents huge step towards affordability of future biologic therapies and provides compelling cost saving opportunities to customers within the European Union. This milestone further strengthens Alvogen's portfolio in the exciting biosimilar market, a major growth driver for our business.

**READ FULL STORY**

**Alvogen | An international** [www.alvogen.com/Company/](http://www.alvogen.com/Company/)

## Company Profile

Alvogen is an international, privately-owned specialty pharmaceutical company focused on the development, manufacturing and marketing of generic pharmaceuticals, biosimilar products and OTC (over-the-counter medicines). Alvogen's lines of business include generic sales and marketing (Gx), product development, contract manufacturing (CMO) and contract research (CRO).

**ALVOGEN IN BRIEF**

- Worldwide Offices →
- Meet the management →
- Strategy 2016 →

### Lines of Business

The US market continues to be the most

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**ALVOGEN IN BRIEF**



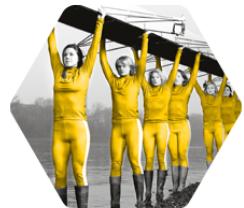
**Worldwide Offices**

Alvogen has commercial operations in more than 30 countries. We are rethinking generics by



**Meet the management**

We are energetic and creative, always seeking to improve. We



**Strategy 2016**



## TÓL OG TÆKI

- Wireframe
- Umferðartölur (GA)
- Fyrirmyn dir
  - lyfjabransinn
  - verðlaunavefir (awwwards.com)
- Mikið af markaðsefni til
- Samræður og rýnifundir
- Unnið með vef á þróunarslóð
- Mikil vinna í texta innanhúss
- Stöðug leit

Næsti vefur » [ALVOGEN.IS](http://ALVOGEN.IS)

1	leiðakerfi	
2	Mynd + ein tagline	
3	fréttatexti	fréttamynd
4	Um Alvogen texti	
5	Mynd – maður og smásjá	
6	Portolio texti	
7	Mynd – maður á tilraunastofu	
8	Better planet textinn	
9	Mynd – Afrískur drengur heldur á Systur sinni	
10	Collaboration texti	
11	Mynd – maður hjólar	
12	Join us textinn	
13	Mynd - sundmenn	
14	fótur	



Takk fyrir