CASE STUDY

Global Pharmaceutical Company Boosts New Product Launch Strategy Management across all Geographies and Units

NDS

Architect | Integrate | Support

CUSTOMER PROFILE

The company is a global Pharmaceutical company having a presence in 170 countries across world with portfolio of more than 2000 products in 65 therapeutic categories, uses technology and innovation to ensure high quality and affordable medicine meets every day needs of patients and with one quality standard globally.

The company offers the world's largest portfolio of inhalation products and has five manufacturing facilities dedicated to respiratory products.

BUSINESS CHALLENGE

Over the last 40 years, the company has focused on bringing innovation to markets across the globe.

The International Business and Portfolio team, the major revenue driver for the company, strategically receives about 400+ new ideas on several key medicines and other complex generics. The team collaborates with various functions like sales, marketing, license, regulatory, patent and manufacturing units in the value chain to evaluate new ideas and strategize research, development, registration and launch to market in countries across globe.

The API and Integrated Product development (IPD) team is responsible for technical know-how and collaborates with manufacturing facilities and regulatory authority for timely registration and approval of product to various market.

The Corporate Project Management (CPM) team collaborates with manufacturing facilities, packaging and supply chain team to ensure that they be the first to launch several critical new products in global markets.

In a competitive market space in the Pharmaceutical industry, selecting new drugs and launching those in time to market clearly states the difference among the competitors. Realizing the importance of New Product Selection, Product Development and distribution divisions, the company decided to advance its project management capabilities, automate and productively enhance these functions with implementation of an enterprise wide Project and Portfolio Management system.

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SOLUTION

As a trusted Microsoft Gold Project and Portfolio Management Partner, NDS Global, with its prior experience in implementing Project Online for a similar Pharma giant, demonstrated how SharePoint Online and Project Online capabilities and features can meet the needs and add value to their existing framework of Portfolio and Project management practices.

After initial evaluation of various available alternatives, the company chose to qualify Microsoft Project Online as the most feasible investment option for implementing standard and structured PPM practices for the first time in the organization, with the obvious factor that there was no CAPEX required to procure and setup Project Server of Business Intelligence server. NDS Global, Microsoft Gold Project and Portfolio Management was selected to implement, integrate and architect the PPM solution and accelerate adoption of Project Online enterprise wide.

Portfolio Management

NDS Global worked along with the company and led focused group discussions and workshops to implement in Project online, set of process and workflow that enables online evaluation of new ideas, selecting the right projects and maintaining a portfolio of projects that was aligned to maximize strategic goals of being products winners in the global market.

NDS Global technical team developed for the company project workflows solutions in Project Online to capture critical information on Sales and Revenue projections, Cost Estimates, Business Case with Net Present Value, Competitors / market information, Risks related to Market, Regulatory, Manufacturing, Financial from various function groups like Manufacturing, Capacity Planning, Regulatory Team, Planning, Procurement, Legal, Intellectual Property, Licensing. These workflows enabled seamless collaboration with various team and resulted in faster time-to-market in the future. The online approval life cycle, enabled easy and quick hand shake of approved programs / projects transition from strategy to research and development team and from Development team to Launch and Supply chain team.

Program Management

NDS global helped the company adopt some of the best practices and features of Project Online to change the way they work and gain effectiveness' in program management. NDS aided IPD team to develop standardized project plan templates based on product development complexity, dosage form, zone, drug classifications. NDS developed add-in solution built on project online to provide custom Alerts and notifications at various stages of project life cycle to the appropriate stakeholders.

Implementing program management with Project Online was the first step towards advancing PPM practices and gaining comprehensive view the stage-gate project life-cycle for new products development stages and gain visibility on their updates from all locations and functions.

Project Management

The company has multiple concurrent programs and projects spread across various units, functions and locations and all the collaboration, communication and reporting were done mainly with emails, excel spread sheets and presentations in meetings. Collating and compiling information for all such program and projects took time and effort of key project managers and executives with double or triple entry and maintenance of data.

NDS facilitated all project managers to upload their project information on Project Online which enabled the company to get centralized view of all projects that can be accessed from anywhere.

Project Team Collaboration

NDS configured the Project online and created custom Project site team templates based on different team's requirements that enabled consistent well defined methodology, workflows, project workspace, reports, dashboards and common project management work flow that best fitted the requirements.

Accelerate adoption and sustenance of PPM practices

NDS champions provided training and adoption services to disparate teams of the company that accelerated the adoption of PPM practices. Several role based trainings for Project Online were provided to 600 + users , spread out in 100 + sessions, 8+ locations along with hands-on training with actual project data were given to the identified Champions at various locations of the company who were responsible to take the adoption and sustenance at next level in their units.

SOLUTION

Business Intelligence and Reporting

NDS, leveraging it's technical expertise in Project Online and Microsoft SQL Server for Reporting Services, developed special custom reports with analytics on the New Product development overview on the Ongoing and Upcoming Projects and Program status across geographies and units.

The custom reporting solution gave business an insight into Stage wise product development status, geography wise view of Products in pipeline, , Launch program status in various zones with drill down to product level and country wise launch project status information tracking , the product launches at risk. The reports provided detail statistics on the number of molecule and / or products in Site or Tech Transfer program, the Portfolio risk and revenues dashboard, Program level master project performance / variance reports with baselines vs actuals and detailed inventory of current, proposed and on-hold projects within product categories or project types.

BENEFITS

Project Online, enabled the company to adapt organization wide standard PPM practices based on their structured and formalized process for project governance and program management.

The Integrated Product development team and Corporate Project Management team at the company, with their well-defined processes and standard templates for Project Plan, deliverables checklist adoption of PPM solution in Project online gained effective communication and improved collaboration among project team across 8 locations and 4 zones as Project Online could be accessed from anywhere. This resulted in effective and timely progress reporting, communication of key Project data through dashboards along with risk, issue, lessons learned and other key information with better tracking.

There is more visibility which also bring in more responsibility and ownership by Task owners for associated risks, assumptions and dependencies in completion of project on-time.

This key stakeholders could eliminate redundant follow ups and get real time project status update by relevant teams thus resulting in effective review of portfolio of projects and facilitated them to make key business decisions and get greater control over timescales, budget, with focus on prioritizing scope, requirements and realizing the strategic goals of being Product winners and attain competitive position in the market.

TECHNOLOGY

Project

ABOUT NDS GLOBAL

NDS Global, a trusted Microsoft Gold Partner, offers its customers consulting, implementation, development and support services on Enterprise, Cloud & Mobility for digital solutions.

NDS Global helps customers realize results in a digital world through business technology solutions, cloud and managed services that combine insight, innovation and expertise focused on Microsoft technologies.

Our solutions span across Microsoft Project Online, Microsoft CRM Online, Microsoft SharePoint Online, Office 365, Dynamics 365, Microsoft Dynamics AX, PowerBI & Azure.

Headquartered in the US since 1999, we are preferred partners to customers in USA and India. Our customers span across Consumer Goods, BFSI, Infrastructure, Manufacturing, IT/ITES, and Retail.

A strong team of 180+ Microsoft consultants have provided many a success stories to Enterprise & Small/Medium customers globally.

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