



Solution Brief

Microsoft® and Project Assistants – Delivering
Enterprise Project Management Solutions



Project Assistants' Drug Development Solution Helps Pharmaceutical Companies Get Drugs to Market More Rapidly

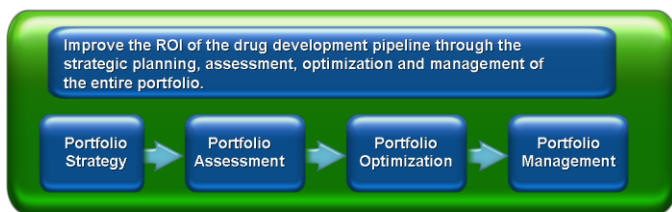
Improve the Drug Development Process

Despite the intense financial pressures on the pharmaceutical industry, lack of visibility into the portfolio means companies could be investing time and effort into the wrong opportunities. As a result, organizations are dedicating budget on research and development (R&D), but not getting the optimal financial return. Patent expirations increase the pressure to develop new drugs as the generics hit the market and erode an organization's future revenues. Therapeutic competition means many brands are fighting to address the same indications and racing to get to market first. Outside agencies like insurers are dictating what they are and are not willing to pay for medications. In addition, poor lab productivity slows the development cycle, and therefore the new drug application (NDA) process. To compete, pharmaceutical companies must close the financial gap and increase revenue by gaining control over the entire drug development process.

To rapidly develop new drugs and maintain a competitive edge, companies must be able to initiate and terminate product development programs effectively, and manage the entire R&D portfolio with rigor and precision. They need a framework for managing the drug development process, including the ability to allocate resources appropriately and fine tune the development cycle.

Focus on the Highest Value Initiatives

Project Assistants' Drug Development Solution can improve drug development processes by enabling pharmaceutical companies to determine and focus on the initiatives that will bring the most return on investment. The solution also



contributes to the streamlining of processes to help accelerate drug development and capture the most market share. Leveraging the Microsoft® Office Enterprise Project Management (EPM) platform, the Drug Development Solution integrates the three areas necessary for developing new drugs on time, on budget and on specification: portfolio management, project management and knowledge management. Portfolio

management helps companies determine and prioritize the candidates that should be further developed. Project management defines the business controls for delivering those new drugs within scope. Knowledge management ensures processes are performed to established specifications. With these three components integrated into the Drug Development Solution, pharmaceutical companies can ensure investment in the best initiatives, streamline the drug development process and efficiently deliver new drugs to market according to the Target Product Profile (TPP).

Optimize the Portfolio

Before executing any new initiative, an organization must be assured that the drug is a wise investment of money and resources, involves acceptable risks, and presents potential benefit to the company. Upon completion, they must be able to deliver a drug that meets the original specifications.

Portfolio management is an integrated set of key business processes that, when consistently applied, enable an organization to choose and execute drug development investments that return optimal value. With the portfolio management capabilities enabled by the Drug Development Solution, companies can make more informed decisions to ensure they are investing in those drug candidates that will return the greatest value to the portfolio and terminating those that won't.

The Drug Development Solution provides executives and managers an integrated view of the entire portfolio through customized dashboard views across brand, therapeutic area, location and more. These dashboard views provide key performance indicators that enable decision makers to make connections between strategy and execution to ensure alignment. With this data, organizations can decide to terminate development of a candidate of lesser value or increase investment in a more promising opportunity. This improved access to information in turn can improve the timeliness of decision making and enables advanced forecasting capabilities. Access to comprehensive, timely information also means managers can adjust to allocate resources more efficiently and ensure attention to the highest priority candidates.

With the Drug Development Solution, companies can apply a strategic focus to plan new drug initiatives and align them to business goals. They can also use the solution to assess risks, costs, balance, and market potential before committing to a

Solution Brief

drug, and then optimize the portfolio to prioritize product lines, ensure balance and effectively allocate resources.

Optimize the Process

Improving the accuracy and timeliness of product development also results in an optimized portfolio. By fine tuning the development cycle, companies are better equipped to get more drugs to market more efficiently. Once initiatives are identified and planned, the solution helps organizations execute those initiatives within original timeframe and cost projections. Web-based reporting makes key data accessible to all drug development contributors, from team leaders and brand managers to senior executives. The solution also streamlines the drug development process with tools for improved workflow and increased collaboration. Project updates and notifications are generated automatically to keep team members informed. Automated tools perform routine tasks to free team members for more value-added activities, while collaborative tools streamline workflow and reduce duplicative efforts.

The knowledge management component of the solution enables users to drill down into the context of a task, and guides them through the steps necessary to accomplish it efficiently. By gathering, managing and publishing templates and assets, companies ensure team members are working with the latest information for increased accuracy. Companies can also use the solution to capture, leverage, share and continuously improve on best practices as well as establish consistent processes across the enterprise. The Drug Development Solution can minimize administrative and coordination time by making all initiative-related information immediately available to team members.

Many compounds never get to market because of the attrition rate during each of the four phases of the drug development process. By enabling optimized portfolio management and processes, the Drug Development Solution can optimize the rate of attrition, enabling the right candidates to make it further through the process.

"To manage the research and development of new treatments, we needed a streamlined way to view, analyze, and make strategic decisions on hundreds of projects across multiple therapeutic areas. Project Assistants' portfolio management solution standardized and automated our project processes, helping us to be more consistent. Their solution also gave us immediate access to project data to make critical decisions. We've improved our long-term planning, and we are now able to allocate resources more effectively."

-- Executive Director of Portfolio Operations, Pfizer

Project Assistants and Microsoft: A Strategic Alliance

Project Assistants offers a comprehensive suite of consulting services, education and products to help its clients effectively manage risk and change, maximize ROI and increase confidence in making decisions.

The Microsoft Office Enterprise Project Management Solution is a leading project management program that helps a variety of users — from general-knowledge workers to expert project managers — easily create and track project plans, manage schedules and resources, and share and analyze project information.

Next Steps

To learn more about the Drug Development Solution and Enterprise Project Management, download the free whitepaper *Integrating Knowledge, Project, and Portfolio Management* at <http://www.projectassistants.com/template.cfm?submenuid=55>. For more information about the Microsoft Office Enterprise Project Management Solution, please visit <http://www.ms-answers.com/epm/>