

# Clarizen for Pharmaceutical Organizations

Pharmaceutical companies continually seek ways to manage their portfolios of projects, and the risks and costs associated with bringing products to market. Smart institutions are taking steps to manage complexity with 360° portfolio visibility, optimizing resource management, and enabling teams to focus on work that matters the most.

## It's complicated

Enterprise portfolio and project managers, C-level executives and other key stakeholders across pharmaceutical, biopharma and medical device industries face complexity and challenges that few outsiders can fully appreciate.

A single small-molecule drug, for example, can take years to bring to market and cost billions. Strict regulation, private and government cost controls, limited exclusivity, the rise of generic and biosimilar medicines, and the need to leverage new digital technologies are driving these industries to look for solutions for a range of challenges:

**The disparate nature of project management**

**practices** across multiple PMOs, with each managing its own portfolio of discovery, development, marketing/launch, tech transformation, IT, and HR projects can impede the drive from 'lab to launch' and interfere with the goal to be first to market.

**Inadequate visibility into different work streams**

limits the leadership and PMOs ability to identify and prioritize risks and opportunities and limits the ability of teams to focus on work that matters most.

**Lack of stakeholder engagement** can result from a high level of fragmentation and complexity across the business. This is complicated further by the needs and prevalence of different work styles and a geographically distributed workforce.

## THE BREAKDOWN

Drug discovery and development is a high risk, high reward industry with many potential process hurdles that can impede success, including:

- ⊗ Lack of transparency into project risks
- ⊗ Poor resource utilization
- ⊗ Inefficient processes and reporting



### Solution:

Clarizen delivers a highly configurable solution that enables pharmaceutical organizations to optimize project execution and portfolio management through improved collaboration, workflow automation, and total transparency – turn ideas into strategies, plans, and actions in the race from 'lab to launch'.

- ✓ Gain greater control and oversight at the enterprise and PMO level
- ✓ Increase efficiency by automating workflows and repetitive tasks
- ✓ Optimize resource management and ensure teams are focused on work that matters
- ✓ Reduce variability in results by increasing project and financial predictability

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# Built to drive business success

## Key advantages



### Aligned goals

Your team's goal may be to deliver one or two candidate molecules from discovery and target validation to preclinical testing within the next 18 months. A series of projects with specific objectives are required to meet this goal. Your multi-discipline project team may be drawn from a wide range of time zones. Clarizen provides enterprise-wide visibility across portfolios and projects to help ensure your teams are focused on and accountable for the tasks and objectives that really matter. Strong portfolio management combined with robust reporting and analytics helps drive operational excellence by ensuring that teams and projects are aligned with key strategies and organizational objectives.



### Stakeholder engagement

Many projects that support the drug pipeline require the expertise of a broad range of stakeholders, each of whom need to be kept up-to-date. Cloud-based Clarizen can be configured to match your team's specific needs and empower them to work collaboratively, even in cases where two or more PMOs need to cooperate on a single project to deliver on an objective. All project-specific data, files, documents, conversations and approvals are readily accessible so teams can engage in consistent, secure discussions among themselves, and with partners and other stakeholders in the context of the project at hand. This level of transparency and personalized experience helps individuals and teams stay focused and engaged, and saves time by reducing the need for meetings and offline emails and chats.



### Informed decisions

Every phase in the process to take drugs and medical devices to market requires multiple decisions that each carry significant financial and organizational consequences. Clarizen provides pharma PMOs with a powerful way to capture and report enterprise-wide project and portfolio data and improve prioritization and governance. Report activity and progress in a standard format that eases analysis and decision-making with the focus on business outcomes. Provide real-time project status via live dashboards, interactive views, reports, and executive-quality PowerPoint presentations. Portfolio-specific dashboards provide information on current projects and KPIs that enable leadership to intervene for at-risk projects. Dashboards allow stakeholders to monitor project health, including financials, and request assistance if needed. Managers can use real-time data for capacity and resource planning, assignment and utilization, and forecasting. Built-in security and privacy controls ensure strict access only to stakeholders authorized to view specific project data and reports.



### Increase productivity

Many pharma and biopharma firms are turning to agile methodologies to track sprints and backlogs of iterative work while most project work takes place in an overall waterfall methodology. Teams can use Clarizen to match the way they work, including support for any combination of approaches such as waterfall, agile, Scrum, Kanban, or a hybrid of methodologies. Integrate with JIRA to so you can manage detailed tactical work as JIRA projects, epics and user stories, while using Clarizen to capture strategic work at program, project and milestone levels. Clarizen also makes it easy to take in and manage all inbound work and change requests, and to track and report time spent on each work item in order to make informed decisions about priorities, resource allocation and timelines.

## The Clarizen difference

Clarizen, the leading cloud-based collaborative work management solution, enables pharmaceutical companies to quickly adapt to changing market demands, competitive pressures, new innovations, growth and new strategies to deliver maximum impact and value across their businesses, anywhere in the world.

As the only adaptive solution in the market, Clarizen enables you to conform and flex with your organization's growth and needs. You'll be able to efficiently drive improvements in business agility, while gaining greater control and oversight across your enterprise.

Configure Clarizen to fit how your business works, not vice versa. Your teams can now work the way they want, and you always have real-time visibility into all your workstreams. Gain new levels of productivity and transparency, and be able to report and share real-time data and insights securely across the enterprise.

Focus on the work that matters the most through more effective and collaborative communications and resource management. Clarizen helps to align strategic decisions with project execution. From configurable dashboards, workflows, business rules and approval processes, teams love how Clarizen aligns with the way they work—instead of the other way around.

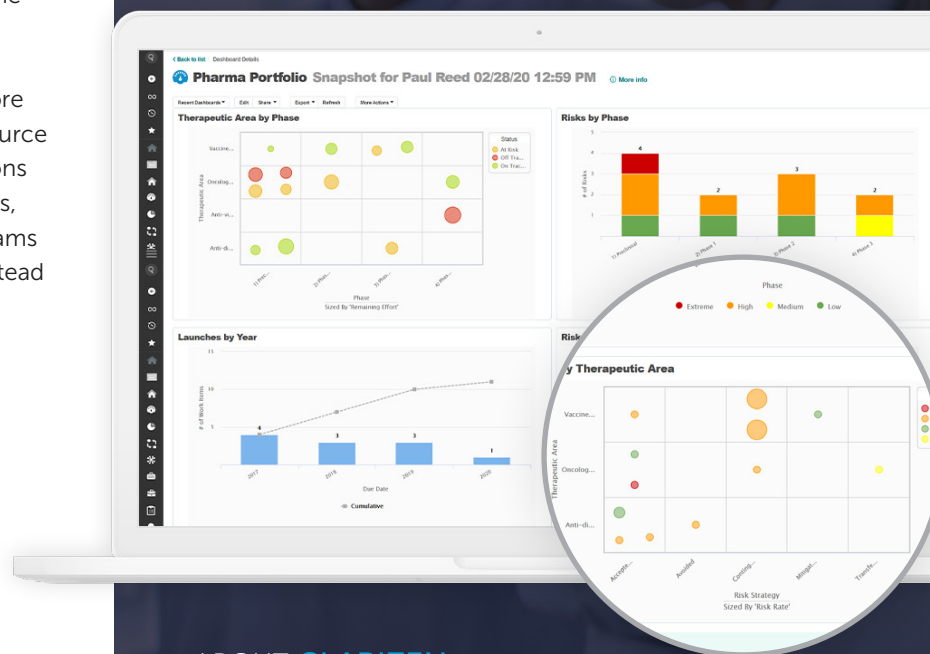
“Clarizen enables projects that originate in one portfolio to be linked to all portfolios where it will have an impact. This type of visibility ensures that we are working on the right things and that our resources are deployed where they can make the greatest difference.”

**ANITA NEUMAN**  
Project Management, Boston Scientific

## Bottom line:

The global pharmaceutical market is expected to continue its accelerated growth while at the same time pharmaceutical producers are under pressure to drive continuous improvement, optimize their operating model, and seek new ways to strategically and efficiently manage their portfolios, all packed with projects that carry extreme risk and huge investments.

Clarizen is the technology partner that can help you bring transparency to your projects and portfolios enterprisewide and gain a competitive advantage in the race from 'lab to launch'. Empower collaborative teamwork, streamline end-to-end processes, and boost productivity. Achieve the insight you need to elevate portfolio performance and best allocate resources in order to meet market demands and deliver maximum impact across your business.



## ABOUT CLARIZEN

Clarizen connects work across the enterprise, turning ideas into strategies, plans, and action. With Clarizen, organizations can work the way they want to work and have real time visibility into all their workstreams. This keeps teams focused on the things that matter, delivers results faster, and helps them exceed their company goals and customers' expectations. Thousands of global customers, such as Jones Lang LaSalle (JLL), Sodexo, De Beers, Ricoh, Box and Shaw Industries, across a wide variety of industries in 124 countries rely on Clarizen to help them achieve their business goals.

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