



Product Launch Mapping for Rapid Commercialization

EMC Consulting offers services to support the distinctive needs of companies in the life sciences industry. Our consultants draw on a wealth of industry-specific experience and a library of best practices gleaned from primary and secondary research to help companies optimize their business processes and improve commercial success.

Challenge

In life sciences companies, it often falls to the product development organization to manage the process of launching newly developed products. While many of these organizations have perfected their research and development processes, they have not developed high levels of competency in addressing launch-related issues (e.g., downstream impact on inventory management and distribution channels, options for reaching out to key opinion leaders, business system requirements). These companies need help in addressing these issues, especially in light of the increasing frequency and complexity of product launch activities.

One major pharmaceutical company recognized that its launch efforts were heavily dependent on individuals rather than on well established organizational knowledge and processes. They engaged EMC® Consulting to help them identify critical path activities, document organizational knowledge, and develop a master plan for launching new products.

Solution

EMC consultants conducted a series of interviews with key stakeholders and launch participants to document processes and identify opportunities for improvement.

- Compared 10 sub-processes with product launch best practices gleaned from EMC research
- Identified risks and opportunities for improvement
- Developed a launch process user guide which detailed sub-process activities and recommended lead times and durations for each activity
- Developed a master launch plan and interactive management dashboard to communicate status across functional areas and alert stakeholders of schedule risks
- Conducted a training session to demonstrate new process flows
- Created an implementation roadmap

Result

The EMC Consulting engagement enabled the company to reduce its reliance on individuals and establish a best-of-breed launch process that improved the quality and timeliness of product launch-related deliverables. The work enabled the company to prioritize resources to support multiple product commercialization efforts in the pipeline.

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Take the next step

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