

## Case Study:

# Global Pharma Bridges Data from Pharmaceutical Development to Manufacturing

### OVERVIEW:

---

Traditional methods of transferring a drug product from development to manufacturing along with its requisite information involve significant formal, informal, and iterative communications. Business processes are not optimized to make the transfer simple. Neither development nor manufacturing systems are designed to support the transition. Information requires bi-directional translation rather than flowing in a smooth fashion.



### BUSINESS CHALLENGE

---

One global pharmaceutical company decided to focus on this problem and prioritize the transferring of their data by implementing solutions and turning deficiencies into a strategic advantage. Astrix was engaged by the client to:

- Stage 1: Help frame the problem
- Stage 2: Shape a shared vision, and
- Stage 3: Develop a strategy that could be adopted and implemented across functional areas.

### HOW ASTRIX ENABLED SUCCESS

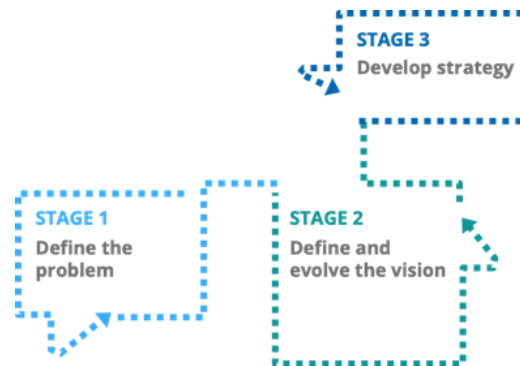
---

In the **first stage**, problem definition, it was determined that the difficulty this global pharma organization was facing was not a novel one for the industry. It had been seen across many other businesses and was often viewed as a tech transfer issue. This type of thinking typically led to an increase in attention on tech transfer without looking at the root cause.

At the same time, most product teams at this organization were operating with a “green light” to move the product along as quickly as possible and usually with little concern for how information would be used beyond the immediate need. This consistently led to rework as this same data was being used further along for different processes. With this information, the first stage, and a common definition of the problem was defined.

After starting down the road of an internal strategy project, the company realized that outside perspectives and facilitation could better propel a digital innovation project forward. They contracted Astrix with the objective to help them improve the conduct of science by leveraging emerging digital technologies, using automation to reduce or eliminate manual processes, increasing the use of analytics, and improving information access.

The **second stage** focused on identifying and developing a shared vision. This involved getting everyone on the same page. This organization had previously attempted to bring together the business units to develop this common vision, however, it never succeeded.



One vision with one architecture across the organization was needed that was not restricted by the organization's current organizational structure. This vision required that the company transcend their current state of the business.

In the **third stage**, a strategy was developed which defined the information-centric capabilities required by the business units. This included an architectural framework to deliver those capabilities in a concerted way.

This methodology considered a progression of requirements and capabilities of the organization from the standpoint of data generation to information integration, to business intelligence and analytics, through to decision making. The current technologies that were part of the existing architecture were considered and the gaps in their meeting future needs were determined.

## THE ASTRIX IMPACT - KEY BENEFITS

---

### The following were the key benefits to the client:

- **Determined the Problem:** They were able to consolidate perspectives on the problems to be solved by getting everyone on the same page with executive level support.
- **Shared Vision Developed:** The organization was able to develop a shared vision. Working across stakeholders an alignment of the organization's business units led to the focus on the change management necessary to solve the problem.
- **Defined the Strategy:** A defined strategy that accounted for gaps between the current state and where the organization wanted to go was developed. Capabilities were planned incrementally in concert with an architectural framework with limited disruption to the business.

"Your organization has done a really fantastic job of helping us tell a coherent story and develop a strategy around issues that we have been grappling with for years. For the first time we can communicate what is needed in a way that is understandable."

- Global IT Leader

For more information, visit our website [www.astrixinc.com/](http://www.astrixinc.com/).