

## Case Study:

# Major Biotech Enhances Drug Development Through Digital Innovation

### OVERVIEW:

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Maintaining a technological edge in Life Sciences is a daunting challenge. Technologies are continually changing and ensuring the organization is prepared for the future is imperative.

Additionally, unless a strategy is developed the technology across the organization can become fragmented and unable to meet the broader needs of the business.



In this case study, we discuss how a major biotech company leveraged Astrix's expertise to:

- Help the organization identify cross-industry technology trends and apply those to their specific objectives.
- Align the business and technology teams on the business priorities
- Provided a range of possible technologies that could be employed to address their priorities.
- Offered an approach that can be reused to refresh the priorities and the strategy into the future.

### BUSINESS CHALLENGE

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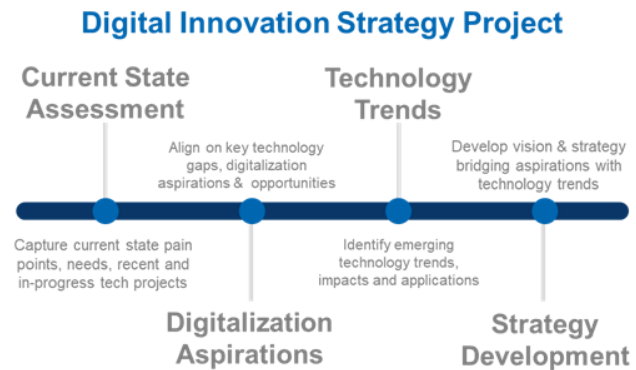
One major biotech had always prided themselves on staying abreast of technology in drug development. Their typical annual project portfolio included numerous forward leaning projects to address high priority gaps, however, even with this focus their technology projects were not keeping up with the business needs.

Upon reflection, they also realized how fragmented their technology plans had become. They recognized that a broader range of business challenges could be addressed by new and emerging technologies, and they needed a different playbook to keep up with the technological demands.

## HOW RESULTWORKS ENABLED SUCCESS

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.

Astrix's approach to this strategic initiative is shown in the graphic on the right. Foundational to this type of effort is to engage the business community on challenges to be addressed, potential solutions to be considered, and ultimately the priorities that offer the highest business value.



Just weeks into the project, the pandemic forced the project team to rapidly shift from on-site workshops to the use of remote technology collaboration tools molded to the needs of the project. Use of those tools, including highly interactive online workshops, captured over 1000 aspirational ideas across drug development which were summarized in the 10 aspirational themes.

Guided by the aspirational themes, Astrix delved into new and emerging technologies being applied across the industry.



The team assessed broad data management and infrastructure technologies as well as approaches to more specific applications of technology in Life Sciences. This set a common table for the client team with a range of “possibilities” to be considered.

The final stage of the project bridged client aspirations with the identified emerging technologies. A common need, for example, “automating lab activities such as data movement from lab instruments to analytical tools, reagent prep, etc.” was determined that it could be addressed by a variety of evolving technologies including automated workflows, instrument data processing, lab robotics, intelligent automation around content, notifications, etc. Broader needs such as automating data and data flow related activities were modeled as high-level process and data flows, identifying technologies that could be employed to address end-to-end challenges.

## THE RESULTWORKS IMPACT - KEY BENEFITS

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The benefits achieved by this major biotech organization through this project included:

- Through Astrix led sessions, over 1000 aspirational ideas were captured.
- These ideas were organized into 4 capability areas and then categorized into 10 aspirational themes.
- Astrix identified cross-industry technology trends that could be applied to the organization's digital aspirations.
- Astrix helped the organization align their business and technology teams on the business priorities and the range of possible technologies that could be employed to address them.
- Astrix was able to develop with the organization, an approach that can be reused to refresh the priorities and the strategy in the future.

Despite the Covid-19 pandemic your organization was able to keep the scientists engaged through collaboration tools and highly interactive online workshops.

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