

Palladium Group, Inc.

Life Sciences Integrated Brand Management Blueprint



Solution Description

With the average cost of bringing a new product to market exceeding \$1 billion, pharmaceutical organizations are striving to achieve commercialization excellence by driving successful product launches and enhancing go-to-market productivity, all in the pursuit of maximizing brand value.

The Life Sciences Integrated Brand Management Blueprint combines industry-tested performance management frameworks with enterprise performance management and planning tools. It provides integrated access to customizable strategy maps, corporate and divisional scorecards, operational dashboards, and planning tools. Delivered as a Web-based solution, the Blueprint takes advantage of the powerful features of IBM Cognos 8 Business Intelligence and IBM Cognos 8 Planning.

Features & Benefits

The Integrated Brand Management Blueprint addresses the complexity of managing a global pharmaceutical brand from strategic, operational and financial perspectives. It combines strategy maps, balanced scorecards and performance driver analysis with operational dashboards and enterprise planning tools.

The Blueprint provides the framework and toolset needed to quickly identify performance trends and issues, and to drill down into the individual projects that drive a brand's performance while reflecting changes in budgets and plans. Key benefits include:

- A holistic approach for brand management that links high-level strategy to operations management and financial planning
- Improved ability to analyze and understand key drivers and metrics for a successful brand
- Improved ability to quickly identify and resolve process bottlenecks and issues with brand launches
- Top-down and bottom-up planning and management capability

Value Proposition

With real-time access to key performance indicators, a brand manager or therapeutic area manager can more effectively manage action plans and budgets, monitor cross-divisional processes and ensure alignment with strategic objectives. The brand manager can modify and re-prioritize the numerous projects that impact a brand's performance and reflect them in the financial drivers of related budgets and plans.

The Blueprint enables the creation and implementation of a cross functional, brand management process based on a single version of the truth, ensuring that decisions are made with the right information.

Company Description

Palladium Group is a global leader in helping organizations execute their strategies by making better decisions. Our expertise in strategy, risk, corporate performance management, and business intelligence helps our clients achieve an execution premium. Our services include consulting, conferences, communities, training, and technology. Palladium's Balanced Scorecard Hall of Fame for Executing Strategy™ recognizes organizations that have achieved an outstanding execution premium. The Palladium Execution Premium Process™—based on the seminal work of Drs. Robert Kaplan and David P. Norton—is a proven framework used by hundreds of organizations worldwide to link strategy and operations to achieve performance results. This closed-loop process is a flywheel that helps make better decisions.

IBM Segment

- Cognos

Business Function

- Performance Management

Target Industry

- Life Sciences

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