

Commercial Enablement Roadmap

For a drug research and discovery company

Challenge

The client had recently completed Phase III clinical trials for their first product and needed to build internal capabilities to take it to market.

Solution

HighPoint provided subject matter expertise to develop and execute a comprehensive and actionable commercialization roadmap.

Results

After successfully collaborating on the roadmap, the client partnered with HighPoint on a broad range of critical launch initiatives, covering:

- Execution Management and Advisory Support
- Commercial Operating Platform
- Master Data and Commercial Data Management
- Aggregate Spend Management and Reporting

Company Overview

The client is a drug research and discovery company focused on developing proprietary drugs to address serious unmet medical needs in oncology and inflammation.

Business Challenge

The company recently completed Phase III clinical trials for their first product and submitted their New Drug Application for approval. Since the firm had never taken a drug to market, they needed to build internal capabilities supporting commercialization processes before their anticipated launch date in Q4 2011. After evaluating several companies, they selected HighPoint because of our consultants' unparalleled real-world experience in defining product commercialization strategies and technology solutions. The HighPoint team provided subject matter expertise and collaborated with the client's leadership team to develop and execute a comprehensive and actionable commercialization roadmap.

Solution

Capturing the intensity of the vision and defining an aggressive, yet pragmatic and balanced commercialization roadmap required the company-wide adoption of several guiding principles:

Focus on the mission: rapid and sustained launch during the first 24 months

Align approach against the following key concepts:

- Concentrate and focus on the top priorities and avoid non-critical components
- Emphasize standardized execution and integration methods
- Utilize existing architecture and platforms as much as is logical

Balance priorities against the following criteria:

- Enable execution against the planned launch date while maintaining customer focus and an eye on regulatory compliance
- Utilize outsourced delivery team for non-core capabilities as much as is logical

- Facilitate future growth through scalable and flexible solutions
- Ensure near-term goals align with long-term growth

In close collaboration with the client, HighPoint conducted an assessment and gap analysis to determine what commercial solutions were required and which had not yet been identified. The subject matter experts conducted interviews with client stakeholders and reviewed existing business and technical solutions to determine the as-is and to-be states.

HighPoint's subject matter experts leveraged their real-world commercialization expertise to lead the client's executives through discovery activities. With an emphasis on the guiding principles and a consistent focus on rapid and sustained product launch, the team put forth a set of recommendations that were refined by a diverse set of stakeholders over the course of 30 days.

Ultimately, the launch recommendations fell into four related categories:

- Conceptual Integration Architecture
- Information Architecture
- Recommended Initiatives for Roadmap
- Organization Transition Recommendations

As shown in Figure 1, the roadmap, which detailed the initiatives and timeframes for developing the necessary commercialization capabilities, spanned multiple areas.

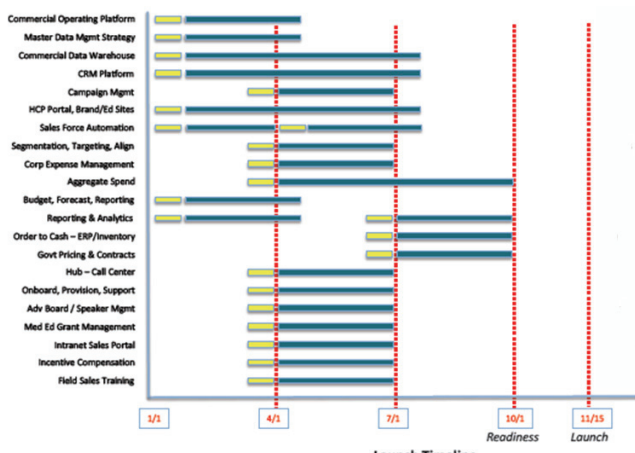


Figure 1

Results

After successfully collaborating on the commercial enablement roadmap, the client decided to partner with HighPoint across a broad spectrum of critical launch initiatives, including:

Execution Management and Advisory Support

- Provide program management for 21 execution initiatives in sales and marketing, data management, and business intelligence
- Act as commercial operations and technology strategy advisor
- Facilitate real-time risk mitigation and course correction along the roadmap
- Guide enterprise through critical governance decisions

Commercial Operating Platform

- Provide managed hosting services for critical launch infrastructure and applications
- Provide secure processing of inbound and outbound partner data feeds
- Establish and monitor performance SLAs
- Provide disaster recovery services

Master Data and Commercial Data Warehouse

- Establish conceptual integration architecture for master data
- Provide a common mechanism for system-to-system interaction with master data
- Architect and build data warehouse for reporting and analytics

Aggregate Spend Management and Reporting

- Extract relevant spend from source systems to accommodate changing business processes and compliance requirements
- Build aggregate spend data mart to enable reporting to state and federal agencies
- Design aggregate spend vendor portal and third party spend file transfer mechanisms
- Create rules structure architecture to enable flexible reporting

For more information on our commercial enablement solutions, contact us at **800-238-1230** or **marketing@highpoint-solutions.com**.