Commercial Launch Excellence

CGI

Product launches are one of the most complex programs for life sciences companies, especially for emerging biotech's bringing their first product to market. Let us help ensure your one opportunity for a successful launch.

In addition to the complexity of the launch itself, transforming an R&D company to one with commercial capabilities adds even greater challenges with new organizational structures, business processes, business partners, commercial culture manufacturing and other external partners.

CGI's Commercial Launch Excellence service provides a proven approach and toolset for planning and executing successful launch programs. Guided by years of experience working with biotech and pharmaceutical companies in commercial launch initiatives, we provide expertise, methodologies, tools and templates and the confidence to successfully execute your product launch.

No two product launches are alike, even within a single company, and there is never a "one-size-fits-all" launch plan. CGI will work with you to develop and tailor launch programs that meet your specific needs based on therapeutic areas, types of products, geographies and partnering strategies for manufacturing, distribution and sales and marketing operations.

CGI delivers a distinctive set of services and capabilities to ensure that launch programs are structured and successful while minimizing the burden on staff so they can focus on the value-add activities:

- An experienced team: We have over a decade of experience with over 80 life sciences companies and have assisted clients in more than 20 launches.
- Commercial Launch toolkit is tailored to the needs of launch managers and teams. Our experts will help shape and design a fit for purpose tool allowing users to track project activities, timelines, dependencies, and budgets as desired. It includes an interactive web-based application designed specifically for managing biotech and pharmaceutical product launches. Within our proven framework,

Commercial launch excellence

Commercial strategy framework

- Gather information
- Document key assumptions
- Assess commercial implications
- Develop commercial strategy
- Establish integrated launch team

Launch roadmaps and detailed plans

- Conduct readiness assessment and gap analysis
- Develop detailed launch plans highlighting critical dependencies
- Develop launch roadmaps
- Estimate budgets and headcount
- Determine business process and IT requirements for current and portfolio growth

Plan mobilization and execution

- Execute the governance model
- Develop detailed commercial launch product plan
- Kickoff commercial program team
- Execute plan – monitor, manage
- Report progress

we customizable templates fit to client launch scenarios and needs, including tools for program management, launch team governance, enterprise planning templates, activity and dependency tracking, issue tracking and risk management, KPIs, dashboards, alert and budget planning.

- A tailored approach: We understand the variables that go into structuring and executing effective launch plans that are tailored to the specific needs of the program and aligned to your company's strategy.
- Holistic business and IT expertise: We have experience across a broad range of functional areas within a life sciences company, from R&D, manufacturing, supply chain, commercial operations and regulatory compliance, to the corresponding data and information systems used by these groups.

Benefits of our Commercial Launch Excellence:

- Develop comprehensive launch plans tailored to your specific needs
- Ensure that critical capabilities across the enterprise are established in required timeframes
- Keep cross-functional Integrated Launch Team members aligned to program objectives
- Leverage your project management tool to gain visibility to overall launch program status and health
- Use the interactive dashboard to quickly identify potential risk areas and activities that require attention
- Drill down to specific tasks to review and update activity progress
- Identify task dependencies and downstream impacts
- Communicate with launch team members by sharing comments and document attachments
- Manage issues and make timely course corrections to the program.
- Tailored approach to fit your needs coupled with end-to-end business and IT expertise to guide your roadmap planning and implementation

Leverage experience and best practices for planning and executing your commercial launch programs dependency tracking, issue tracking and risk management, KPIs, dashboards, alert and budget planning.

Are you preparing for the next great product launch? Are you at the 18-24 months pre-launch timeline?

It's time to start the conversation about your objectives, your planning needs and how CGI can help make your next product launch a success.

About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across hundreds of locations worldwide, we provide comprehensive, scalable, and sustainable IT and business consulting services that are informed globally and delivered locally.

For more information
Visit cgi.com
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