BioIgnition™: Pharmaceutical and Biotech Product Launch Management

CGI
Experience the commitment®

**Ensure your one opportunity for a successful launch**

Product launches are one of the most complex programs for life sciences companies. They are multi-year, global initiatives, involving every department in the enterprise. Managing these launch programs can be extremely challenging, especially for companies bringing their first product to market. 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 and commercial culture.

CGI's BioIgnition offering provides a proven approach and toolset for planning and executing successful launch programs. Built from years of experience working with biotech and pharmaceutical companies in commercial launch initiatives, BioIgnition provides 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.

BioIgnition delivers a distinctive set of services and capabilities to ensure launch programs are structured and successful.

- **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.
- **BioIgnition toolkit:** BioIgnition is tailored to the needs of launch managers and teams, allowing users to track project activities, timelines, dependencies, and budgets through interactive dashboard displays. It includes an interactive web-based application designed specifically for managing biotech and pharmaceutical product launches. The toolkit contains a variety of standard templates that are customized to client launch scenarios and needs, including tools for program management, launch team governance, enterprise planning templates, activity and
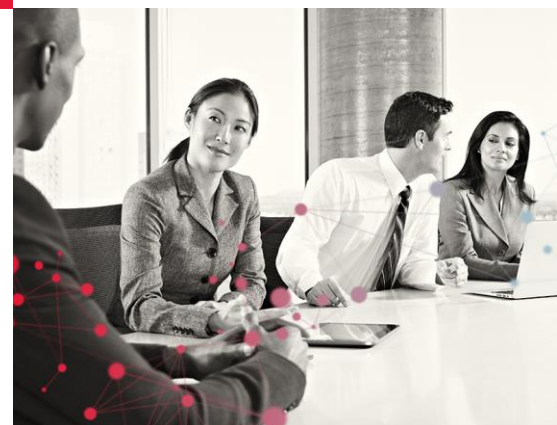
THE VALUE OF BIOIGNITION FOR YOUR PRODUCT LAUNCH

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 launch budgets and headcount
- Determine business process and IT requirements

Plan mobilization and execution

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

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.

BioIgnition allows you to:

- 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 the BioIgnition Toolkit 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.
- Leverage experience and best practices for planning and executing your commercial launch programs

Are you preparing for the next great product launch? Let's start a detailed conversation about your objectives, your planning needs and how CGI can help make your next product launch a success.

ABOUT CGI

Founded in 1976, CGI is one of the world's largest IT and business process services providers. We help clients transform into customer-centric digital enterprises end to end through high-end business and IT consulting, systems integration and transformational outsourcing services combined with a unique client proximity and best-fit global delivery model.

For more information about CGI, visit www.cgi.com

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