Case Study

Boehringer Ingelheim – Launch Tracker solution

Client

Boehringer Ingelheim is a worldwide operating affiliated group of companies with 41,534 employees that is dedicated to researching, developing, manufacturing and marketing novel products of high therapeutic value for human and veterinary medicine. It is one of the world's 20 leading pharmaceutical companies. Boehringer Ingelheim regularly generates EUR 12,700 million net sales.

Challenge

To coordinate and formalize the product launch readiness process by creating a technology supported workflow process where none existed, particularly to create a prescription drug launch management tool that could effectively and efficiently manage launch readiness activities from a central point by various tiers of stakeholders – line managers, corporate, governing bodies etc. to perpetually and actively manage launch readiness across multiple product indications worldwide. Further, to centralize and make available all documents, meeting minutes, data, status, and issues pertaining to the launch readiness process to promote transparency, accountability to deliverables and proactive management of activities via a workflow approval process.

To rollout the solution to approximately 1000 users worldwide within a time span of 5 month from conceptualization to release.

Services Rendered

Insights: Analysis & validation | Execution options

Visual Design Services
UI design | Wire-framing | Information architecture

Development
Database design/architecture | Data migration | Server & client tier programming

Program Management: Programming services | Project management

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Increased transparency reduces product launch times by 20%

CATALYSTS

SOLUTION ENGINEERING
Based on established pass/fail criteria the team created an economical Minimum Viable Product to test the new process on the user base in order to determine if value creation could be realized.

CUSTOM DEVELOPMENT
Using agile methods the team iterated, formalized and integrated the solution into the firms IT infrastructure for production use.

PROGRAM MANAGEMENT
Our thought leaders worked closely with internal stakeholders by bringing additional technology execution ideas in order to efficiently deliver additional process improvements which provided more value.

Solution

An internal web-application to coordinate, manage and display launch readiness activities globally.

The solution provides a web-based rich interface for C-level executives, corporate, marketing, line managers and governing bodies to interact and communicate with each other and to proactively manage and monitor the condition of product launch goals.

The solution features a submittal/approval workflow for activities/ supporting documentation/activity task completion, communication threads to comment on activity and social networking features to discover best practices, aggregated rollups of worldwide data for C-levels stakeholders, a workflow notification engine for sending email alerts for activity submission/rejection and priority issue alerts, reporting with exports to MS Excel, data filtering and data aggregation, full featured content management to manage users, manage data input, stage data releases and monitor usage activity.

Features

- Single sign-on (SSO) via LDAP integration
- Application specific user management with custom groups & roles
- Rich fluid UI with single URI for both administrative and business interactions
- Customizable email notification system
- Custom reporting engine with graphical Excel output
- Integrated file sharing and commenting

UI/UX screenshots– see below
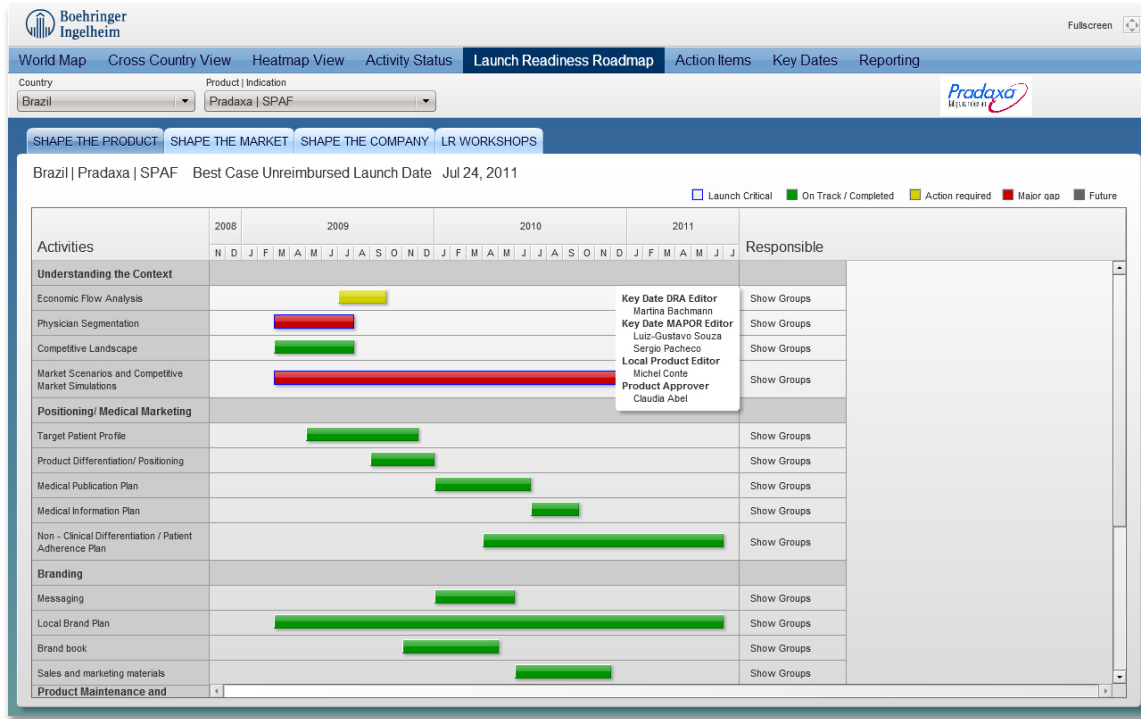
Launchtracker – Roadmap view

Launchtracker – Cross Country View

Launchtracker – User Mgmt View