

Developing a Veeva Commercial Systems IT Roadmap

The client is developing a disruptive biotechnology platform to deliver universally implantable bioengineered human tissues and organs designed to improve the lives of patients and transform the practice of medicine. The company develops and manufactures acellular tissues to treat a wide range of diseases, injuries, and chronic conditions. The client's initial opportunity is currently in late-stage clinical trials targeting multiple vascular applications, including vascular trauma repair, arteriovenous access for hemodialysis, and peripheral arterial disease. Pre-clinical development is also underway in coronary artery bypass grafts, pediatric heart surgery, treatment of Type 1 diabetes, and multiple novel cell and tissue applications.

The client is transitioning from a pre-commercial to commercial organization and thus will be changing rapidly as a business. As such, they need to be positioned from a commercialization solutions perspective to readily scale up to support growth. Part of their current technology landscape needs to be replaced to meet the demands of a commercial product and position themselves for long-term success.

Currently, the client is challenged with siloed pockets of solutioning, fragmented data sources, limited governance, and documentation. Clarkston Consulting was engaged to create a timeline and recommendations for a commercialization (Veeva) system implementation in line with commercialization milestones, to document considerations for the platform first versus point-solution architecture, and to recommend how to scale the IT organization to support its system landscape.

Life Sciences Case Study

PROJECT OVERVIEW

INDUSTRY:



Biotechnology

PRODUCTS AND SERVICES :



Implantable
Bioengineered Human
Tissues and Organs

PRIMARY OBJECTIVES:

- Create a roadmap and timeline with recommendations for commercialization (Veeva) system implementation in line with commercialization milestones
- Document considerations for platform first versus point solution architecture
- Recommend how to scale the IT organization to support its system landscape

RESOLUTION:

- Facilitated discovery and alignment on Veeva Commercial Solutions (Veeva) technology requirements based on business objectives and commercial timing
- Conducted key interviews with a focused set of stakeholders responsible for the areas that Veeva impacts
- Consolidated findings to define prioritization and propose recommendations

KEY BENEFITS:

- Increased understanding of current state and near-term planned solutions
- Established milestones aligned to projected growth trajectory to guide scaling of solutions – right solutions at the right time
- Identified solution requirements for the following functions: Commercial Operations, Marketing, Sales, Regulatory, Medical, Safety, Clinical and Quality.
- Provided recommendations for near-and-long-term scaling of identified solutions



KPIs

- Current state assessment and business alignment including solution requirements
- As-is and future state solution architectural diagrams
- Future state recommendations including identified and road-mapped solutions by function with rough order-of-magnitude total cost of ownership (TCO)
- Executive presentation
- Additional supporting collateral including:
 - Budget Estimating Tool
 - Veeva & other commercialization solutions overview reference document
 - Organizational Change Management guidance
 - Guidance and considerations for transitioning from the roadmap to success

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