

# Facilitated the process of becoming a US\$ 10bn revenue organization by 2020 by enabling First To Market

## BUSINESS CASE

### Market Trends:

- Generics market is highly competitive
- Organizations strive to file their products first with Drug Authorities e.g. FDA, USA; obtain approvals and be the first to exclusively market the product in the region
- This provides the opportunity for Market Excellence and to create the next US\$ 1 Billion product for the organization

## CHALLENGE

### What and how much is the Challenge

- Median schedule variance of 23% against the target of a maximum of 5%, to file the products with regulatory authorities for approvals
- Cost overruns of \$46 million over the last two Financial Years

### Where is the Challenge

- In new product development of Generics

## IMPACT

### What is the impact

- Every week of delay in developing the products, and submitting for approval leads to:
  - Potential loss of opportunity to be first in market
  - Revenue loss from each lost opportunity of over \$1 Billion
  - Additional cost for development
  - Risk of drop in stock price
  - Loss of trust among investors

## TARGET

### What is the Target

- Improve the filing forecasting accuracy to above 95%
- Limit the variance in schedules, cost, effort and timelines to +/- 5%
- Improve Portfolio, Program and Project Management capability and execution
- Manage the strategic and operational risks, and their impact on businesses financials

## OUTCOMES

### Reduced Turn Around Time:

- Our advanced risk based analytical models increased probability of becoming a \$10bn revenue organization by improving the forecasting accuracy to 89.6%

### Employee Engagement and Satisfaction

- Teams were coached and empowered on Strategic and Operational Project, Program and Portfolio Management techniques to achieve their targets, leading to higher incentives and employee satisfaction

Delivered using:

**KINDUZ Intellectual Property:** QADES | AEIOU | The EPMA

**KINDUZ Services:** Continual Improvement | Culture Transformation | Leadership Augmentation | Assessments and Audits

