

Making  
strategy  
happen.

# RESEARCH & DEVELOPMENT

Delivering transformation across the product life cycle

## RESEARCH AND DEVELOPMENT CHALLENGES AND IMPLICATIONS

In the Life Sciences industry today many challenges impact Research and Development (R&D) effectiveness including longer development cycle times and associated shorter periods of exclusivity, increasing regulatory and reimbursement hurdles, pricing pressure, competition and cost cutting. These challenges are not unique and generally impact all companies in a similar manner and it is increasingly evident that business as usual in R&D is not enough to drive competitive advantage. To quote Marshall Goldsmith, "What got you here won't get you there." R&D organizations that don't transform by improving operations while increasing the efficiency and speed in delivering innovative products to market will be left behind.

## BUSINESS TRANSFORMATION IN R&D

In addition to improving operations and speed to market, R&D organizations may also need to consider changing their orientation from a more traditional siloed approach with multiple handoffs, decision-making bodies, teams and budgets to a more horizontal end-to-end view with products transitioning smoothly through development. Taking an end-to-end view when considering governance, decision-making, budgets, and cross functional teams will help organizations remain laser-focused on customer needs while reducing cycle times and improving resource utilization.

This is one example of how TayganPoint helps clients develop customized, solutions to transform their R&D organizations to stay ahead of the competition. Each having over 22 years experience TayganPoint R&D consultants possess "in



the trenches” industry expertise understanding the unique environment, processes, culture and complexity. Due to their deep experience, our consultants are adept at identifying areas where transformational improvements may be made in your R&D organization. We deliver large company impact with the look, feel and customized attention of a small specialist firm.

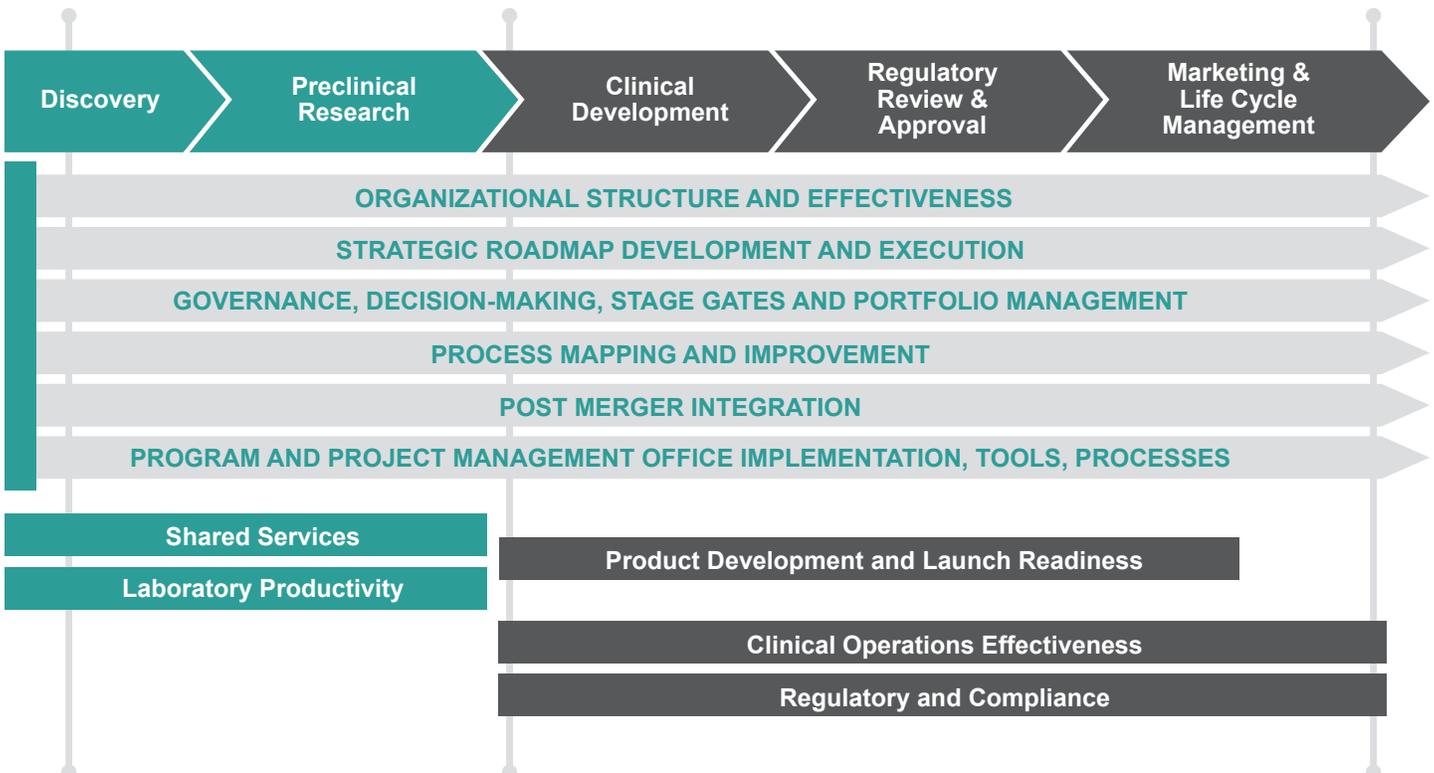
## BUSINESS TRANSFORMATION FRAMEWORK

- 1. Develop the strategy** – We understand the environment Life Science companies must operate in and partner with clients to develop clear and focused strategies that bridge the gap between high-level goals and the tactics necessary to deliver business value.
- 2. Design the future state** – TayganPoint partners with you to design a future state roadmap to achieving your strategic objectives including identifying transformational changes to the organization, processes, and technology. Our solutions are customized to each company’s unique culture and situation.
- 3. Drive business value through integrated program management** –Integrated program management is critical to making sure your high priority projects and initiatives

achieve the desired business impact. As program managers we work with the various parts of your organization to ensure an integrated and aligned approach that ensures on-time delivery by appropriately prioritizing activities and resources while resolving issues across the program. Our deep industry experience helps to ensure a “faster time to value” for your most significant projects.

- 4. Ensuring sustainability through effective change management** – As many as 70% of large-scale change projects fail to achieve their business goals. A strategy is more than a presentation at a company meeting. A well thought-out change management approach ensures that the strategy becomes part of your organization’s DNA – a roadmap to success that employees understand and that people use to drive decision-making, allocate resources and prioritize their work on a daily basis. TayganPoint is a leader in providing effective, best-in-class change management through its Education, Training, and Communication (ETC) paradigm.

## PARTNERING FOR SUCCESS



TayganPoint’s R&D expertise spans all phases of development. We collaborate with you as thought partners to develop custom-tailored strategies and solutions to drive improvement in key aspects of R&D. Our consultants combine their deep industry experience and consulting skills with business transformation expertise to quickly identify issues and implement the solutions that are best for organization.