

INDUSTRY > Pharmaceutical Industry



STREAMLINING PHARMACEUTICAL R&D

THE HIGHLIGHTS

A major pharmaceutical company tackled R&D pipeline complexity with Zinata's support. **Outdated processes and fragmented organization** hindered progress despite costly initiatives. Zinata reframed efforts into a cohesive transformational program, focusing on Standardization and Enterprise Recipe Management (ERM). Thorough interviews and workshops ensured seamless integration. ERM emerged as pivotal, uniting siloed departments and minimizing redundancies. The result: **strengthened collaboration, real-time decision-making, and simplified processes, motivating the team.** Adoption of standards and ERM fostered enthusiasm for streamlined approaches across all new products, setting the stage for sustained efficiency and innovation.

THE HEADLINES



Seamless
information flow
in new product
pipeline

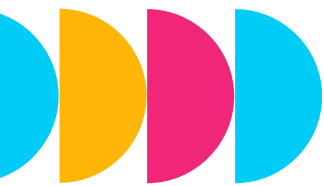


Real-time input
improves
decision-making



Simplified processes
generated a high
product quality





THE DETAILS



SITUATION

A major pharmaceutical company faced escalating R&D pipeline complexity due to outdated processes and a deeply fragmented organizational structure. **Manual procedures and isolated departmental silos impeded speed-to-market and overall product intelligence.** Despite costly initiatives, progress remained disappointing, with disjointed efforts exacerbating the overarching problem.

PROBLEM

- Outdated and ineffective method for tech transfer and new product development
- Fragmented approach to resolve situation

SOLUTION

Zinata orchestrated a comprehensive transformational program by redefining the client's initiatives with executive sponsorship. Focused on **Standardization and Enterprise Recipe Management (ERM)**, tailored to the client's needs, Zinata ensured seamless integration through interviews and workshops. ERM emerged as the pivotal solution, providing a common language and process to unite siloed departments and initiatives. By **synchronizing efforts and minimizing redundancies**, Zinata facilitated the adoption of standardized processes and ERM. This approach not only addressed immediate concerns but also laid the groundwork for sustained efficiency and innovation.

BENEFIT

- Strengthened collaboration between R&D and manufacturing.
- Seamless information flow in new product pipeline.
- Real-time input improves decision-making.
- Simplified processes uphold high product quality.
- Adoption of standards and ERM motivates team.
- Enthusiasm for streamlined approach across products.



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