



Multinational Pharmaceutical Corporation Gains Increased Visibility, Collaboration and Product Launch Efficiencies with Leankor

The Company:

Multinational Pharmaceutical Corporation, Impacting Global Human Health with Transformational Innovation

A prominent Fortune 50 pharmaceutical entity, this industry-leading company is dedicated to the research and development of innovative, efficient and safe medications. With a focus on transformational innovation and best-in-class commercial capabilities, they expect to continue making significant contributions to global human health as one of the leading companies in research and one of the fastest-growing pharmaceutical companies globally.

The Challenge:

Inconsistent Processes Impede Product Launches

The goal for the company's Latin America launch team is to successfully bring products to market both regionally and globally. A geographically dispersed team of over 500 that manages 20+ consecutive launches across 5 business areas, they had an ongoing initiative to improve project transparency while increasing process standardization and collaboration. This was not an easy task.

The existing solution leveraged by the launch team was not meeting their needs, proving to be difficult to navigate, impeding collaboration and generating unreliable data that required manual intervention for accurate reporting. In addition, the legacy solution was costly to operate, which limited the number of user licenses available to the team. This created significant gaps in visibility and collaboration. With only a small subset of team members accessing the solution, the right members were not able to

Results

- Reduced cost and project complexity
- Improved process alignment and collaboration across regional teams
- Increased project visibility for leadership and customers
- Standardized product launch processes across LATAM regions
- Increased user adoption and engagement
- Streamlined product launches across markets

Challenges

- Lack of visibility and transparency across projects
- Inconsistent processes
- Inaccurate data and reporting
- Complicated platform navigation
- Limited solution customization

be involved across the launch phases. The leadership team also lacked the transparency needed to proactively make project critical decisions and reduce risks.

To speed up time to market without sacrificing quality, the launch team recognized the need for a solution that could standardize processes, increase transparency and enable customization and collaboration across all project phases from pre-launch to post-launch. With time-sensitive product launches that require quick and efficient turnaround and involve multiple and unique operational teams across the region, they were determined to find a better way.

The Transformative Solution: Leankor Promotes Real-Time Collaboration and Visibility

On a mission to find a solution that fit their needs, the launch team knew they needed software that had the composable components and flexibility to be customized to their unique workflows and processes. They also required a solution that allowed for increased adoption, was easy to use and contained the robust features and reporting needed to improve collaboration and visibility. On top of that, they were looking for software that easily integrated with Salesforce, Qlik and a custom database filled with project-wide data to create a seamless experience between project management, reporting, analytics and CRM. After researching and evaluating different work management solutions, they found that many didn't offer the customization and features they required. Leankor, on the other hand, offered a simple, fully customizable platform that demonstrates results through dashboards, provides real-time visibility and includes the transformative features and functionalities needed to accelerate project delivery. This checked all the boxes for the launch team.

Leankor's extensibility and integration capabilities surpassed other enterprise work and project management solutions. Their comprehensive features, along with ease of use and an opportunity for increased user adoption, led to an easy decision for the launch team.

The Results: Process Standardization and Solution Adoption Increase Project Velocity

The launch team implemented Leankor's solutions quickly and since implementation have continued to see positive results across the lifespan of their projects. Their existing work and project management processes across cross-functional teams were transformed by a user-friendly, front-end facing platform that was created using Salesforce and Leankor.



Leankor offers a simple, fully customizable platform that demonstrates results.



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This extensible and composable platform allowed for the creation of a portal solution and automations that improved user adoption and collaboration. Additionally, the use of built-in templates has standardized processes across multiple regions and accelerated time to market for new product launches. The implementation of Leankor has fostered engagement across various stakeholders, including project managers and business users, resulting in improved product launch processes and enhanced launch planning strategies.

Another key result that has driven success is the ability to manage complex work by exposing it, making it visible and sharing it. This improved visibility has allowed for a deeper look at deviancies and risks with each product launch. It has also reduced duplicate work, misinformation and inaccurate data allowing the launch team to better manage timelines between short- and long-term projects, ensuring launch targets are consistently hit across regions. With over 40 products to be launched in the next year, the necessity for enhanced visibility to facilitate informed decision-making was emphasized. Leankor is providing both customers and leadership with improved project visibility through dashboards which enables teams to better track, engage and solve issues.

Continuing to see success in the product launch process with Leankor's collaborative work management solution, key leaders across the company would like to see all launches planned through Leankor. In addition, they are looking for ways to expand the solution to groups outside of Latin America to further foster collaboration, standardization and visibility across the organization. In recognition of their ongoing success and continued efforts to standardize and streamline the project planning process across Latin America, the launch team was given an award recognizing their innovation.



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Leankor is a highly visual and collaborative work and project management solution built on the Salesforce Cloud. Recognized by Gartner as a solution in the emerging market of collaborative work management, Leankor moves beyond basic project management to orchestrate large-scale projects and drive business strategies, from order to delivery. A composable solution designed for enterprise organizations, Leankor can be customized and scaled to adapt to evolving business needs with ease. Transforming the way organizations operate, it empowers business users to develop repeatable processes and plans that streamline the project lifecycle. Seamlessly linking different work styles and methodologies, Leankor boosts collaboration while providing deep reporting and analytics that improve decision-making, predict profitability and reduce risks in real-time. Learn more at Leankor.com.

