

CASE STUDY

PERFECT SOLUTIONS FOR YOUR BUSINESS

Trilations is a consultancy firm dedicated to assist companies in transforming their company strategy into effective processes and in streamlining organisations and their supporting systems, thus maximizing stakeholder value and setting the adequate basis for benchmark business performance.

One of the focus domains at Trilations is process management and improvement. You can find a case study of one of our projects below.

OPTIMIZING PRODUCT LAUNCH TEAM & PROCEDURES

For a client in the pharmaceutical sector, we performed an optimization project for their product launch team.

Our client is a multinational with offices in Europe, America and Asia. They research, develop and produce proprietary medicines which are distributed worldwide.

Each new product follows a well-defined development path and goes through several legal requirements before being green lighted for a go-to-market.

Their product launch team was struggling with unclear output targets, lack of alignment between international and departmental strategy, sub-optimal communication and insufficient knowledge exchange.

Trilations was called in with the goal of optimizing product launches. In order to achieve this we needed to align visions and streamline the process enabling an efficient worldwide launch to the market.

With a team of one project manager and two business analysts we were able to reorganize and optimize the team and the international procedures in a time span of 24 weeks.

Contact us now and find out how we can help your project to reach its full potential. Get ready to get the options needed to take **DECISIONS** and to have your targets **DELIVERED!**



SOLUTION AND RESULTS



PROJECT GOALS

- Define clear mission and "value statement"
- Analyze and formulate an overview of the teams' deliverables
- Identify "key success drivers" and KPI's
- Define and optimize the team structure
- Set up an efficient communication and decision model
- Stimulate knowledge sharing



TECHNOLOGIES & METHODOLOGIES USED

- Focus interviews
- Workshops
- Prince II approach
- Client in-house developed software solutions



PROJECT FLOW

- Orientation interviews
- In-depth interviews
- Presentation of the findings and possible action points
- Draw up improved procedures and organizational chart
- Organization of workshops for implementation and training of the team



RESULTS

- Successful worldwide product launch
- Streamlined procedures applicable to future launches
- Increased motivation of the product launch team
- Clear KPI's enabling clear management reporting and follow-ups

CONTACT US

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