

Industry Use Case Series



ProductDossier®
Project Management First

TouchBase™ Pharma

We Build
Project Management Culture*
for your Enterprise.

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*A set of norms, values and behaviors exhibited by a project. organization, manifested in project management systems, processes, methodologies, and mindset of people. directly or indirectly involved and / or influencing the project

Business Challenges

Evaluating New Product Ideas

- Teams lack the acumen to support their ideas comprehensively by strong business cases.
- Idea generation lacks a consistent approach - mostly on Word, Excel, Emails.
- Idea evaluation becomes a painful exercise without standardized business metrics - leads to wrong idea pursuit!

Inefficient Funds Allocation

- Without structured business cases, funding decisions lack conviction.
- Inappropriate funding decisions negatively impacts business financials.
- Organizations lose financial strength to take on competition

Siloed Project Management

Complex NPD projects lack an integrated planning and execution by multiple teams involved leads to ineffective –

- Scheduling
- Resource allocation & utilization
- Risks & issues management
- Costs management

Lack of a focused approach to measure plans vs. actuals creates project chaos!

Imperfect Dossier Management

Lack of a comprehensive, templated, well-structured, version controlled, and digitized NPD dossiers leads to –

- Duplicated documentation efforts
- Inaccurate documentation
- Delayed regulatory approvals
- Avoidable FDA queries
- Delayed product launch

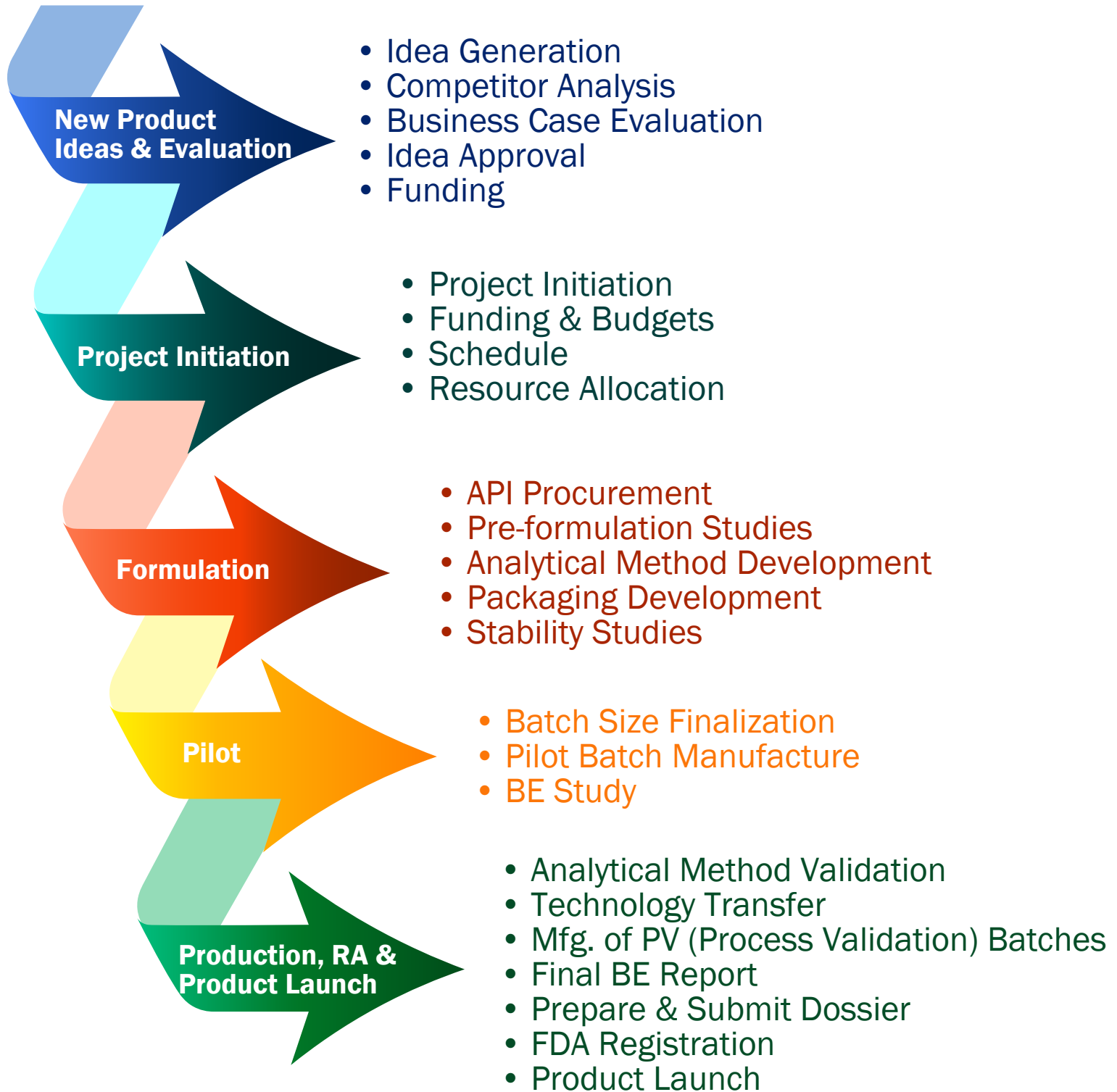
Disconnected Project Procurement

As the biggest challenge on Pharma NPD projects, the procurement process including PR/Supplier Quotes/ PO/GRN/ Invoices are not streamlined and integrated with the project – gets delayed at every stage. Another challenge is cost control. Both these challenges result in delays and cost escalation.

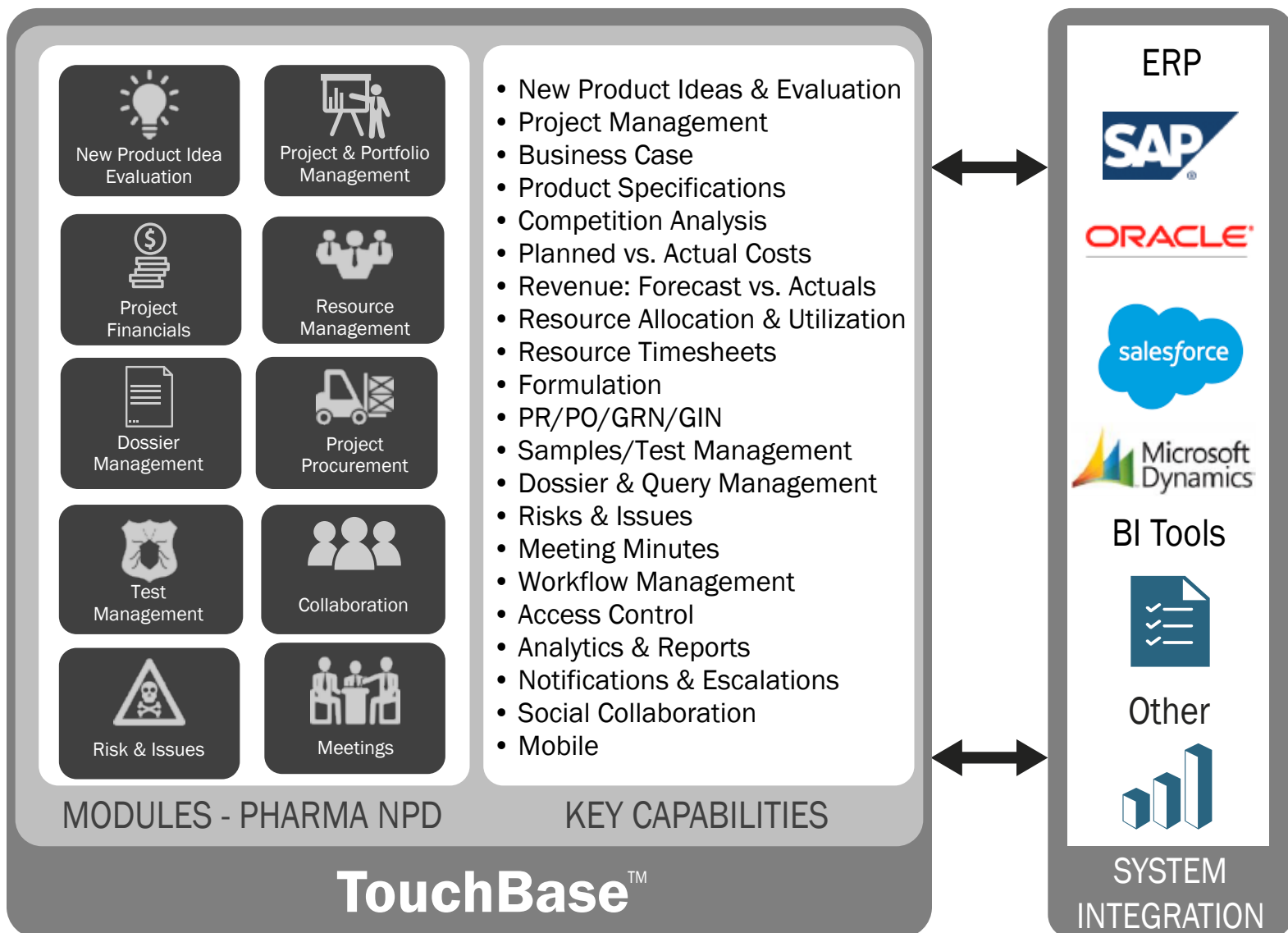
Collaboration Across Functions

NPD projects involve multiple functions and external vendors. For most Pharma companies, it is a struggle to foster stakeholder engagement and real-time collaboration. Spreadsheets, Documents, and Email add to their woes.

A Process View



We build project management culture for your Enterprise.

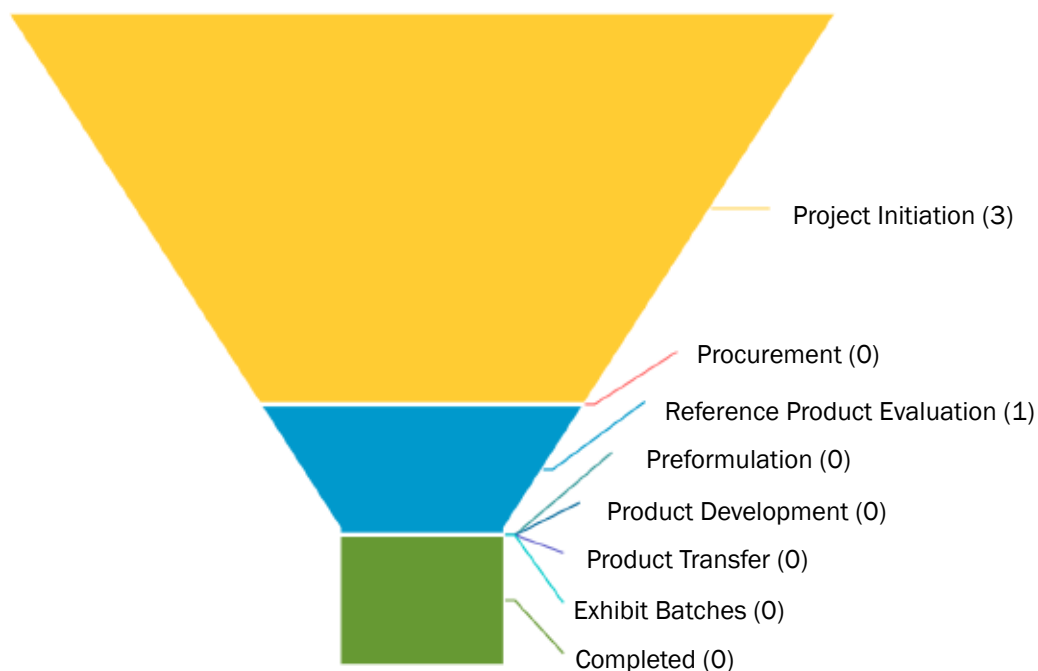


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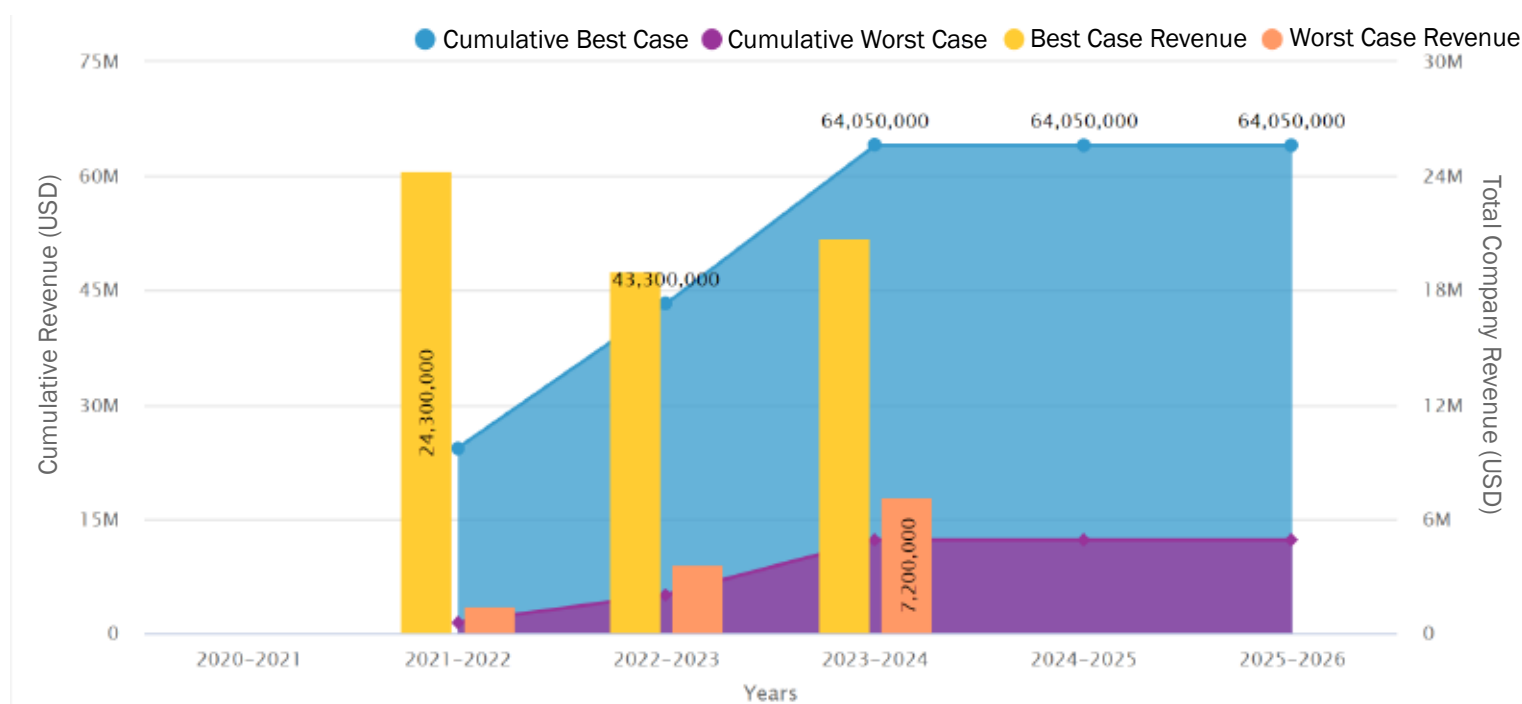
TouchBase™ Solution

Analytics - A Sneak Peek

Idea Funnel



Revenue Forecast



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TouchBase™ Solution

Differentiations

End-to-End Solution

Unique capabilities from **New Product Idea to Product Launch** powered by Business Case, Project Management, Workflow Management, etc. delivers visible customer value at every stage of the business.

Assured Successful Implementation

Our numerous **past successes empowers our confidence** to engage and drive optimum processes, relevant integration touch points as well as the people change management dimension

Solution Specific to Pharma Industry

TouchBase is designed incorporate **end-to-end and unique processes for the Pharma industry**. This product design strategy significantly eliminates the need for customization

State-of-the-Art Technology

Our continual **investment in state-of-the-art technology stack** ensures security, performance, and scalability yet optimizing on your hardware costs.

Ease of Use Powered by Advanced UI/UX

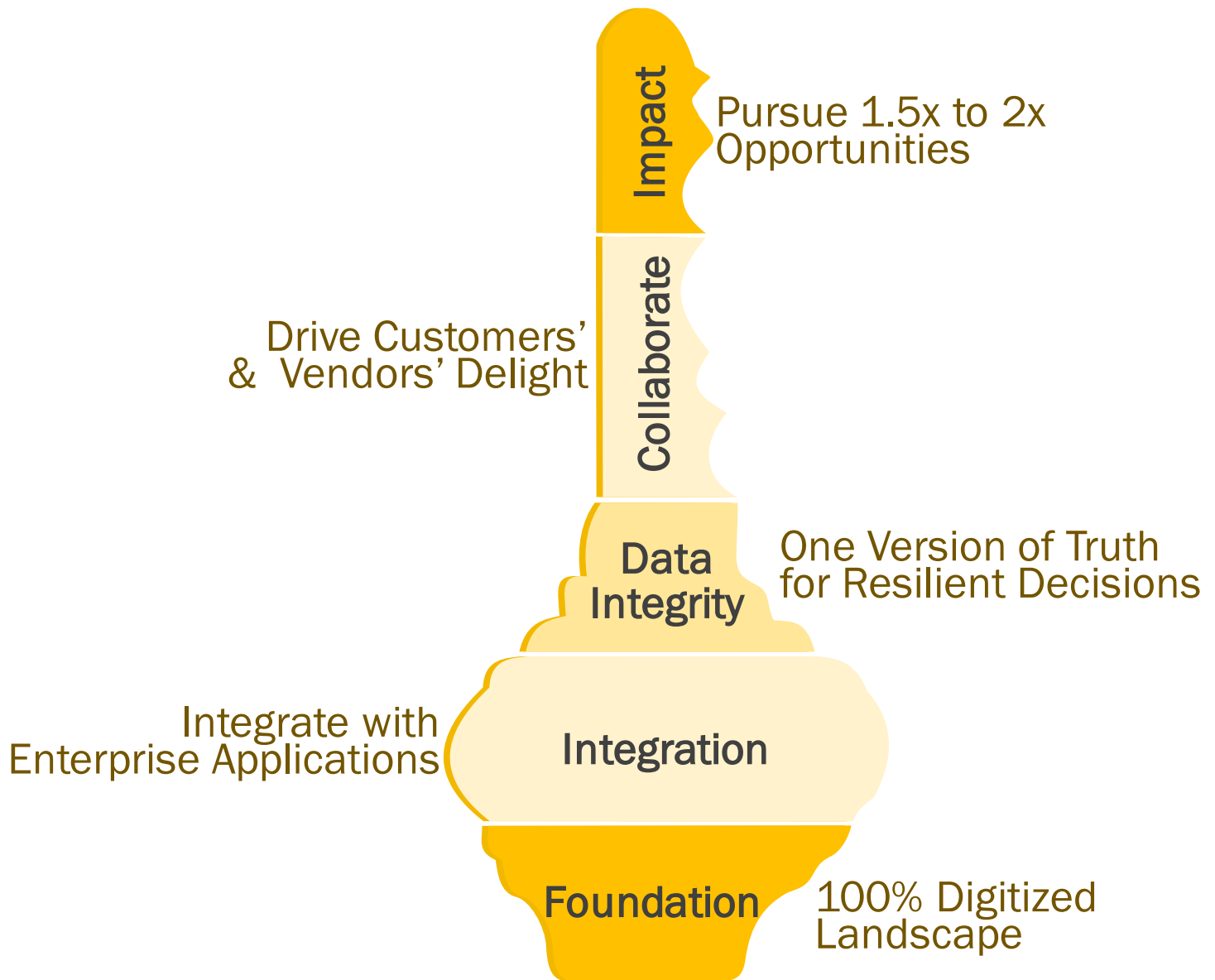
Touchbase design strategy is centered around its users. Product configuration to it's use are all **driven by superior UI and a great UX** - fosters product adoption by users, thereby accelerating customer value.

Best Value-to-Cost Ratio

Our solutions are designed to deliver 'business value' at every stage. Coupled with this, the TouchBase Cost Model is designed to optimize your investments and deliver a **Superior Value-to-Cost Ratio!**

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Business Impact where it Matters



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Your Trusted Partner



TouchBase

Clear Product Vision

Technologically
Advanced

Comprehensive
Functionalities

Scalable

Successes

Diverse Industries

50+ Clients

30+ Countries

Leadership

Customer Value-Centric

Agile in Spirit

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We are ready to build
project management
culture for your
enterprise.
Are You?



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