



## Maximizing Portfolio ROI



## Business Challenges

### Lack of Company-wide Alignment on Priorities

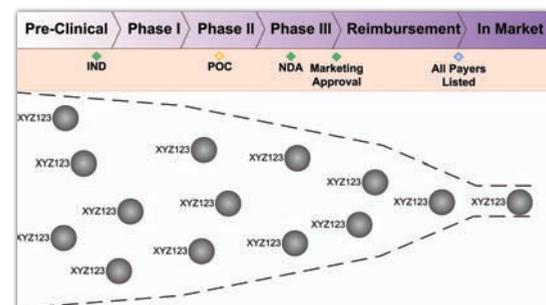
- Limited resources stretched too thin
- Each function working on different priorities
- Missed market opportunities due to inconsistent resources

### Pressure to Maximize Return on R&D Investment

- Risk of investing in low value opportunities
- Need to focus resources on potential winners
- Lack of timely investment in the best pipeline opportunities

### Cloudy Visibility of Pipeline Status

- Milestones, pipeline status and progress unclear
- Issues and risks not promptly resolved
- Inability to dynamically adapt to different scenarios across the organization



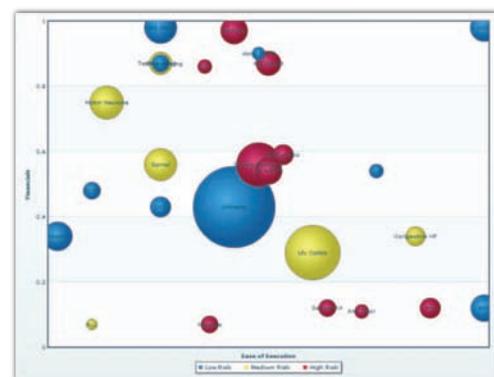
## Product Capabilities

### Portfolio Prioritization

- Company- specific evaluation criteria that can be adapted easily
- Sophisticated prioritization algorithm to achieve rapid alignment on best opportunities
- Financial and qualitative KPIs presented through interactive dashboards

### Portfolio Governance to Drive Investment Decisions

- Framework for managing scenarios across several projects types
- Project decision points supported through checklists and RASCI collaboration
- Meeting management tools for capturing all portfolio and program decisions



### Performance Tracking, Risk Management and Issue Resolution

- Proactive Milestone tracking through traffic light monitoring
- Auto generated executive status reports in MS PowerPoint®, MS Excel® and MS Word®
- Portfolio wide KPI tracking, issue escalation and resolution

## Pipeline Management

“Can Easily Determine Key Priorities”

- Leading Swiss Pharmaceutical Company



### Benefits

#### Portfolio Optimization

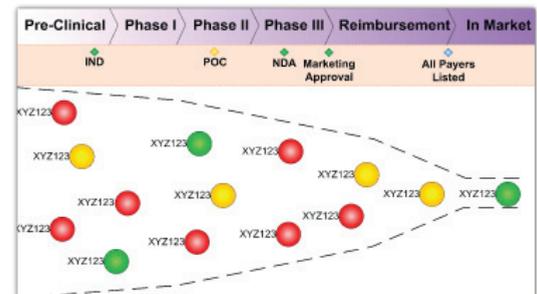
- Focus resources on the best assets
- Minimize investment in low value projects
- Align the entire organization on a single, prioritized roadmap

#### Proactively Managed Portfolios through better Visibility

- Portfolio decisions made with cross functional and executive input
- Anticipate and resolve issues long before they become problems
- Minimize delays by proactively tracking milestones

#### Maximize ROI on R&D Investment

- Balance portfolio based on ease of execution and strategic advantage
- Balance long and short term investment opportunities
- Balance portfolio assets across all therapeutic areas



### Why Iris

- |   |  |
|---|--|
| ✓ Pipeline Management framework is specific to the biopharmaceutical industry | The system evolves with new and improved processes   |
| ✓ Senior Management has full clarity of pipeline activities                   | All risks, issues and activities are visibly tracked with proactive reporting                            |
| ✓ Flexible and easily adaptable   | Criteria, processes and reports can be tailored to company specific requirements and your changing needs |
| ✓ Easy to use   | Intuitive and user friendly – training less than 1.5 hours   |
| ✓ Demonstrable ROI  | Pays for itself in a few months  |
| ✓ Enter information only once   | Links to other Iris modules and your systems   |

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