

Manufacturing	Pharmaceutical	Healthcare	Portfolio	Logistics	Financial	Government	Business
Case Study	Project Review	White Paper	Value Proposition				

Responsible for any of the following decisions in your organization?

- **Resource Investments**
- **Project Prioritizations**
- **Prioritization of Process Improvement Initiatives**
- **Strategic Alliances**
- **New Product Introductions**
- **Technology Investments**

In today's competitive environment, Pharmaceutical R&D executives are responsible for investing in projects, resources, and process improvement initiatives that align portfolio performance with organizational goals. However, not knowing how these investments will perform collectively over time considering variability and interdependence, makes this task extremely difficult if not impossible.

ProModel has been working with Strategic Portfolio Planning Executives in the Pharmaceutical Industry for the past 15 years helping them to confidently determine the appropriate Portfolio and Capacity options necessary to achieve organizational goals now and into the future.

ProModel has created a Strategic Portfolio Planning solution for the Pharmaceutical Industry that combines a unique methodology and powerful simulation technology. It allows organizations to emulate the performance of their portfolio over time given their current resource capacity by taking into account business assumptions, variability, resource contention and complex interdependencies. Once they have a clear understanding of their current organizational capabilities, they can rapidly experiment with different project characteristics, resource demands and capacities, and business rules including:

- **Project Prioritization**
- **Resource capacity over time**
- **Business Initiatives that effect resources, cycle times or survival rates**

The result of experimenting with these types of parameters allows organizations to see the impact on their Key Performance Indicators (KPIs) across multiple scenarios simultaneously, helping to optimize decisions. Portfolio Simulator can provide confidence level reporting around KPIs such as:

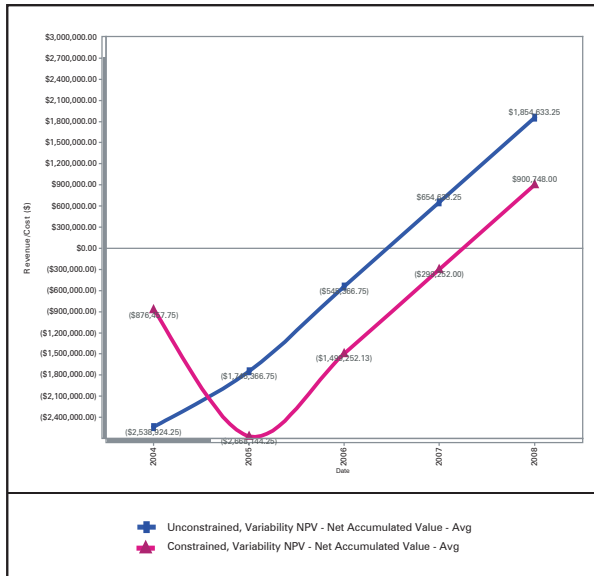
- **Expected Net Present Value over time**
- **Expected Net Present Value over time**
- **Expected Present Value of Costs over time**
- **Expected Present Value of Revenues over time**
- **Revenues & Costs over time**
- **Total resource requirements over time**
- **Resource capacity to requirements comparisons**
- **Starts and completions for key stages/milestones over time**
- **Cycle time for key stages/milestones**
- **Productivity over time**

The following are some examples of output reports from Portfolio Simulator:

Financial Reports

Can show revenues, costs and NPV comparisons over time.

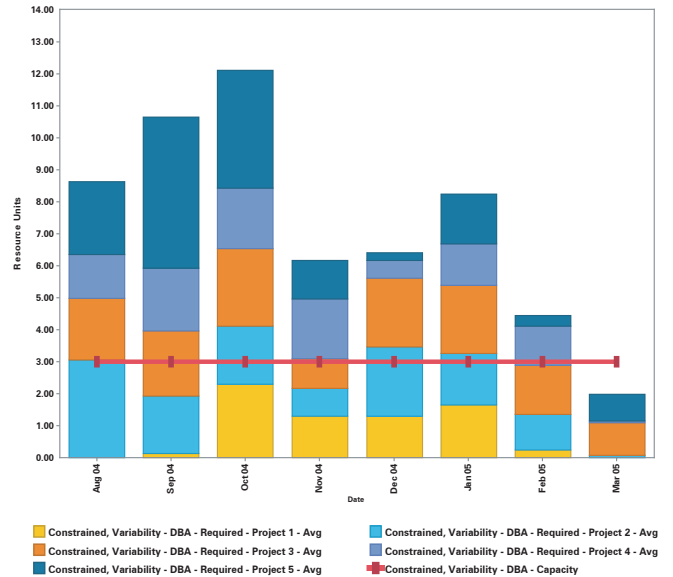
Accumulated Value Years 2004 thru 2009



Resource Requirements Over Time

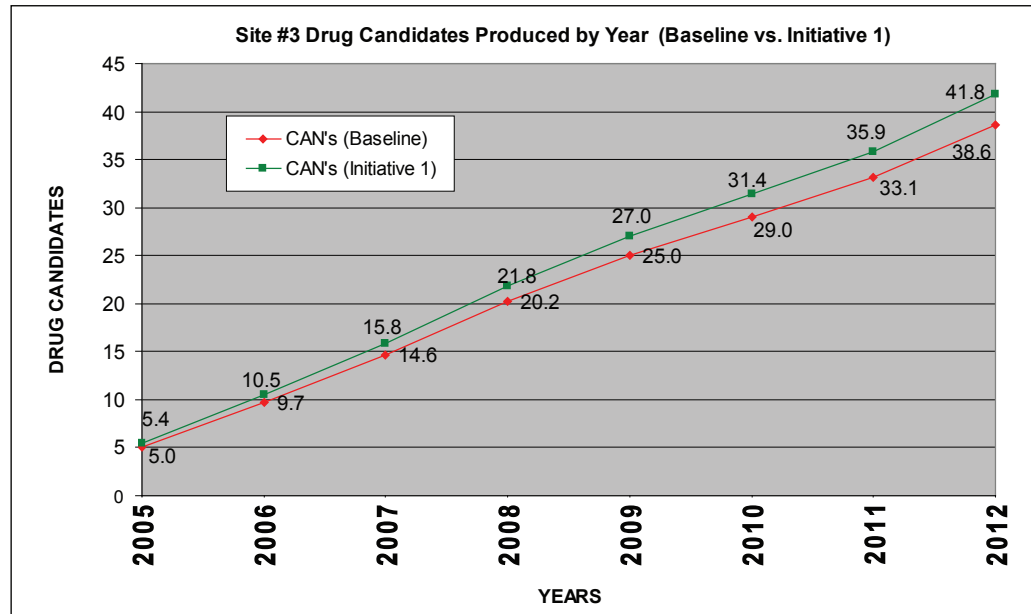
Shows resources required over time to meet your portfolio demands versus planned capacity.

Resource Requirements By Project



Throughput Analysis

Throughput analysis over time.



The bottom line is that the powerful simulation capability of ProModel's Portfolio Simulator enables strategic planners to quantify the impact of their decisions on the entire portfolio of projects. This optimized method for decision-making provides managers with a way of understanding how to meet performance objectives, with a high probability for success, today and into the future.