

CASE STUDY

GSK Optimizes Enterprise-wide Visibility with ideaPoint Innovation

Collaborative Innovation: The Healthcare Imperative

World health depends on the pragmatic research, development, discovery and commercialization of new drugs and treatments. But for the healthcare and pharma industry, developing new products can be an extremely lengthy and expensive investment, even for those companies who maintain their own private research staff and R&D centers.

For global companies like GSK and others, collaboration with outside R&D partners has become a critical component to meeting global healthcare needs. Partner collaboration allows even the largest pharma companies to expand their portfolios, and address new markets by collaborating with a multitude of smaller, highly innovative research teams located across the globe. Partnerships also provide strategic value by compressing new product timelines that typically last 12 years or more.

Partnering Challenges

However valuable, implementing and successfully managing outside partnerships is a difficult process, and has introduced a variety of new business and technology challenges on the road to a healthier world:

- **Opportunity Management** –How do you successfully evaluate the sheer volume of partners and opportunities in a timely fashion?
- **Process Management** –How do you create and sustain a “best-practices” approach? What processes do you have in place for managing the numerous activities and people involved in opportunity scouting, evaluating, investing and tracking?
- **Risk Management** –How do you manage the legalities, compliance, contamination risk and trust

issues involved with partner submissions and ensuing internal review activities?

The Results

The ideaPoint solution has been successfully deployed at GSK for several years, having replaced a variety of disparate applications and home grown solutions that were used for collaboration and partner engagement. In total, ideaPoint supports over 10,000 internal and external users, and services six different globally dispersed groups within GSK tasked with managing opportunity workflow, and ultimately, the approval of new collaborations.

As GSK’s partnering and collaboration activities grew more expansive and complex, so did their requirements for a unified innovation management platform and set of processes that could be accessed and leveraged across the entire GSK ecosystem. After evaluating a variety of commercially available software solutions, GSK selected IdeaPoint. The IdeaPoint solution was clearly capable, with successful deployments at 15 of the top 25 pharmaceutical companies. Additionally, unlike many “open innovation” solutions the company looked at, ideaPoint was precisely engineered for the kinds of collaborative business activities that had multiplied within GSK. These partner activities typically dealt with valuable, highly sensitive data (investigator initiated studies, clinical trial data, product licensing, acquisition candidates), and involved hundreds of internal personnel and external partners actively involved in the submission, review, approval, and tracking of business critical opportunities.

The ideaPoint solution provides GSK with:

- A single, easy-to-use system for all collaboration and partnering needs involving investigator sponsored studies, business development, R&D collaborations, licensing & acquisitions, etc.

- Easy to configure, role-based workflow to support hierarchical decision making and many evolving, application-driven business processes
- Dramatic process improvements to accelerate decision making without sacrificing the quality and thoroughness of the evaluation process
- A central repository for all partner requests and activities allowing for detailed search and compliance Reporting with role based security
- Browser based access for 24x7 availability to maximize productivity and partner engagement

At present, IdeaPoint provides the technology platform for GSK's Investigator-Sponsored Studies Program, enabling the company to securely receive, evaluate, and approve requests for investigator initiated studies on a global scale. For Consumer Products, IdeaPoint powers GSK's Open Innovation Portal, inviting the public and potential partners to join their quest in discovering "the next big consumer health idea." For DPAC (Discovery Partnerships with Academia) ideaPoint provides the backbone for a new approach to early drug discovery.

The concept is simple but powerful: bring together the insight and creativity of the academic world with the drug discovery expertise of GlaxoSmithKline to establish truly integrated partnerships that can translate innovative research into medicines that benefit patients. In addition, IdeaPoint has played an ongoing role with GSK's disclosure activities, first as a platform for their clinical trial data transparency portal, and today, the foundation for the GSK-initiated, multi-sponsor portal www.ClinicalStudyDataRequest.com.

The Benefits

The IdeaPoint/GSK partnership has helped accelerate new business opportunities to maintain a healthier pipeline, and a healthier world. In an industry where compliance, speed, and collaboration play such a critical role in market success, the business benefits afforded by the IdeaPoint Innovation Management Platform are clear:

- Acceleration of new products to market
- Effective, cross-functional collaboration
- Measureable process improvements and efficiencies
- Enhanced visibility and compliance
- A public image of openness, responsiveness, and approachability

"We are taking on more projects than ever before –the visibilityenterprise-wide has streamlined our process. The system is very quick and intuitive."

- GSK Core Business Services Manager

About GlaxoSmithKline

GlaxoSmithKline (GSK) is a giant among healthcare companies that researches and develops a broad range of innovative pharmaceuticals, vaccines, and consumer healthcare products. They maintain a global presence with manufacturing sites and commercial operations in more than 150 countries worldwide.