Regional Launch Roadmap Development

Illustrating IE's Insightful Understanding of Key Launch Activities to Develop an Agile Launch Roadmap to Support a Brand Launch Across a Region.

IE
innovative edge

SIMPLY DELIVERING
LAUNCH EXCELLENCE

NEED

The company presented with a need for a launch roadmap to efficiently launch a significant line extension for one of the world's largest brands across a region. With only 18 months to launch, the need for a relevant, practical roadmap integrated within a suitable technology in order to maintain launch teams' momentum was key.

SOLUTION

The solution to the company's need to align many country launches in a short period of time, was to develop an agile roadmap which would be implemented quickly and deliver clarity to teams on their objectives and expectations. In addition to creating a new launch roadmap, this needed to be integrated into a platform to allow management and tracking of the plan. The need for a flexible technology was key to allow >20 countries to launch within a 3-month window. As the company prioritised security of their systems, they did not usually employ technology methods from 3rd party suppliers. However, as there was a tight timescale for this launch, the company understood their need for an agile and pragmatic solution to be implemented efficiently and in a timely manner to complement the launch roadmapping expertise of IE.

ACTIONS

Original the company employed a large consultancy to implement a 3rd party global roadmap. However, this had been rarely used and was considered too generic.

The phases to create a new core roadmap included:

• IE collaborated with stakeholders to evolve the generic roadmap into one that was simple to understand and that would underpin future launches,

• Through workshop sessions with stakeholders from cross functional departments, IE were able to recommend adaptations to streamline the roadmap for relevance, removing complex processes and duplication of work within teams,

• Each country could then add additional tasks relevant for their local needs, while maintaining a critical path of activities for all launches.

Once this updated roadmap had been fine-tuned, the next phase was to integrate this into IE's digital launch management platform, Ignite. Deployed at -12 months from launch, it was essential that plans could be built within the platform and teams could track and monitor their launches across teams, and regions. While teams started implementing the use of Ignite into their daily launch activities, IE provided training via face to face and WebEx sessions.

RESULTS

Compared to initially attempting to engage teams with a generic 3rd party roadmap, the company found that engagement across teams with the resulting streamlined, clear roadmap was vastly improved as it could be adapted easily for the specific priorities of each therapy area or geography. The addition of the digital launch management platform ensured the roadmap could be cascaded to the countries from regional teams while still clearly supporting the affiliate users' needs.

Historically, the company had relied on Excel for managing and tracking launches, making this the first use of technology to support the launch of a brand. Seen as a significant progression, the project had support of several senior internal sponsors who provided videos and personalised letters to the launch team members to inspire them at this innovative time and convey the importance of the launch throughout the organisation.

OUTCOMES

The success of this momentous project inspired the company to adopt this approach for all future launches, along with major investment internally into improving the key aspects of their launch culture.

IE innovativeedge

CONTACT US ON...

📞 +44 (0)1892 825 110
✉ launch@innovative-edge.com

🌐 www.innovative-edge.com
🐦 @innovativeedge