



Pfizer Global Research & Development
New London, CT
www.pfizer.com

Industry:

Life Sciences

Annual Revenue:

US\$50 billion

Employees:

115,000

Oracle Products & Services:

Siebel Clinical
Siebel CRM
Siebel Business Analytics

“The Insight process was efficient and professionally executed. The process resulted in a high quality business case that helped drive decisions and provided enhanced insights into the required investment and quantifiable benefits.”

– Sandi DiStefano, Director, Pfizer

Pfizer PGRD Set to Align Business and IT Requirements and Quantify Business Value

Pfizer Global Research & Development (PGRD) is the product discovery and development engine of Pfizer Inc. PGRD manages a global development portfolio of more than 300 innovative solutions to major healthcare problems and is the driving force behind some of today's most commonly prescribed medications, including Viagra, Lipitor, Norvasc, Zoloft, Zithromax, and many others. The purpose of PGRD is to continually expand Pfizer's pharmaceutical and animal health product development pipelines.

Challenges

- Design a more productive, informed, and integrated approach to creating and managing clinical trials
- Adapt processes and organization to accommodate new clinical trials management design
- Determine the most effective technology solutions to support the new design and approach
- Ensure that long-term IT priorities fully align with and satisfy business requirements
- Quantify the business and financial values of the proposed technology solution

Oracle Insight Accomplishments & Benefits

- Gained IT and business perspective on clinical trials management processes, pain points, strategy, and goals
- Worked with the Insight team to develop a phased solution approach to address challenges and realize strategic vision
- Quantified the business and financial impact of the proposed solution by phase
- Worked with the Oracle Insight team to validate the credibility and feasibility of the proposed solution
- Gained a phased technology solution roadmap for a clinical trials management process that is endorsed and supported by PGRD's business and IT organizations