

INNOVATE PHARMA 2024

Bridging Continents for a Healthier Tomorrow

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GETTING STARTED WITH A GCC; TRIGGER AND TACTICS FOR SUCCESS



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Getting Started in the Global Capability Center (GCC) World

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Larry Page, former CEO, and co-founder of Google lives by the notion of 10x thinking.

This mindset states that most companies would be happy to improve a product by 10%, win some market share, and to crush some competitors – but not Google. Page believes a 10% improvement means you're doing the same as everyone else – you're probably not going to fail spectacularly, but you're guaranteed not to succeed wildly. The key to true innovation is when you try to improve something tenfold, rather than by 10%.

Think 10x requires a perspective shift and that is exactly what our approach is built upon. Migrating to the cloud is so much more than moving existing infrastructure to a different environment – it's about embracing a modernisation journey.

Rather than doing what you've done previously with a few minor changes, re-imagine your business and create new opportunities to support your growth, and transform the way your organisation operates for years to come.



This is where the thinking begins, how do we move away from a “status quo” mindset to a “10x mindset” in Business Services organizations?

The Why

- Push past “status quo” mindset towards 10x mindset
- Kill bureaucracy
- Tap into more value from our partners
- Build credibility as a transformative enterprise leader
- Unlock a surprising amount of value
- It *can* work



The What

- Diverse and dedicated team of talented opinion leaders
- 3rd party resource commitment (at no additional cost)
- Agreements to share outcomes and IP
- Connected innovation eco-system for idea scouting
- Cross-functional “board like” leadership team for sponsorship
- Remit to push boundaries and create value through innovation

The How

- Work at the edge of the organization – stay clear of bureaucracy
- Innovator's methodology, know the problem, drive hypotheses, fail fast
- Stage gating and funneling ideas to failure, 80%+ should fail
- Actively canvass and partner with the startup eco-system
- Leverage 3rd parties for solutioning support
- Cross-functional board making “tough” calls (*idea adoption and rejection*)
- Hand over to “normal” production once experiments completed

Examples of disruptive innovation led by Business Services

Customer Experience

Status Quo	10X
Multiple customer support channels, variable quality knowledge articles, poor experience, independent channel improvement investment projects spanning multiple support domains	Single AI-based, natural language layer integrating all support touch points, able to respond to any query in any domain for any user on any platform (PC, mobile device, voice)

Procurement

Status Quo	10X
Using classic RFP and vendor competition techniques to get best possible pricing for direct and indirect procurement materials, goods and services	Using AI to gather market intelligence data at individual component level and simulate actual supplier cost of goods or service to leverage best price

Hiring

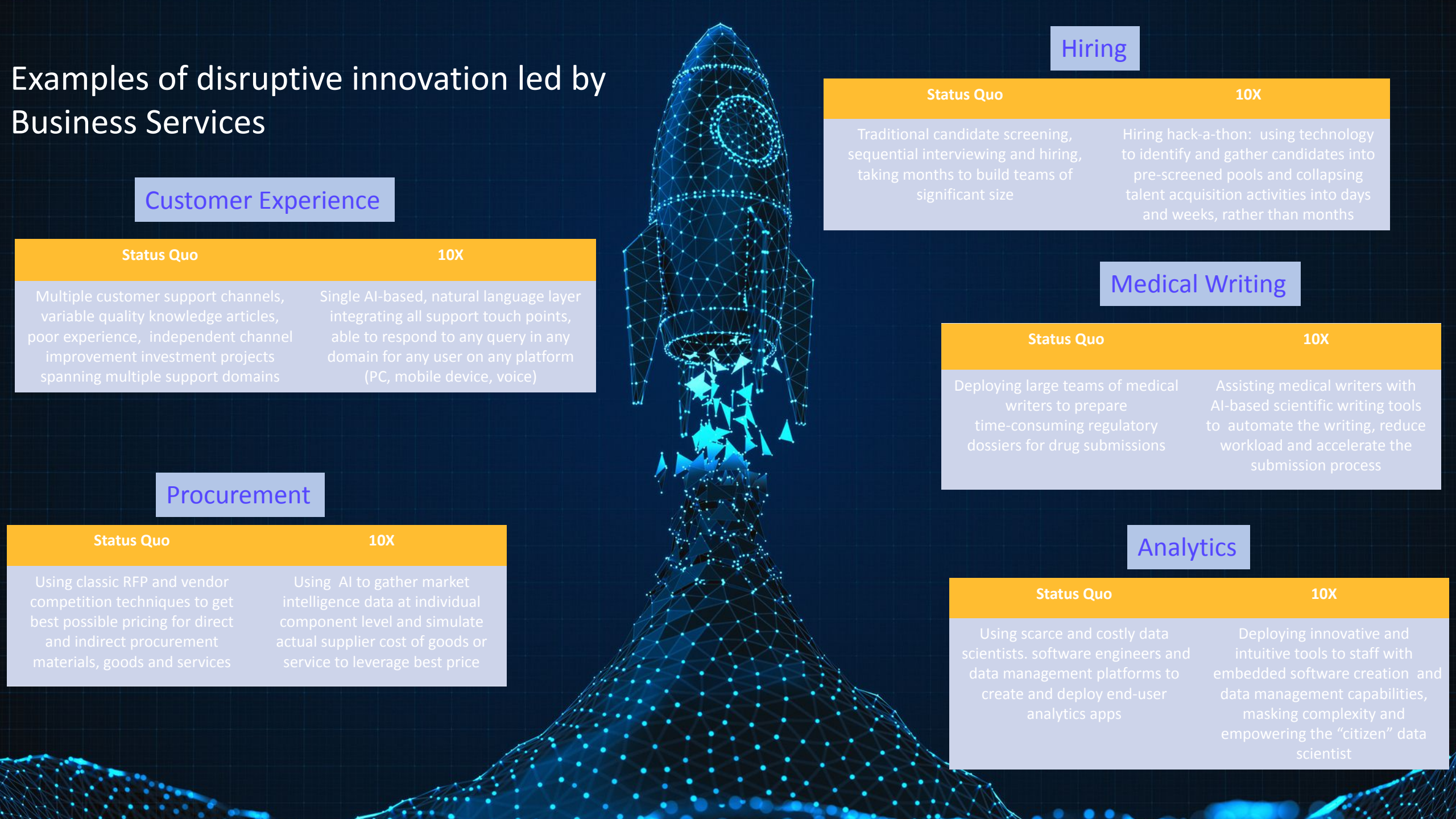
Status Quo	10X
Traditional candidate screening, sequential interviewing and hiring, taking months to build teams of significant size	Hiring hack-a-thon: using technology to identify and gather candidates into pre-screened pools and collapsing talent acquisition activities into days and weeks, rather than months

Medical Writing

Status Quo	10X
Deploying large teams of medical writers to prepare time-consuming regulatory dossiers for drug submissions	Assisting medical writers with AI-based scientific writing tools to automate the writing, reduce workload and accelerate the submission process

Analytics

Status Quo	10X
Using scarce and costly data scientists, software engineers and data management platforms to create and deploy end-user analytics apps	Deploying innovative and intuitive tools to staff with embedded software creation and data management capabilities, masking complexity and empowering the “citizen” data scientist



The Watch Outs

- Loving the solutions more than the problems
- Poor hypotheses and weak experiments
- Status quo creeping back in
- Not failing fast enough
- Fear of disruption and career repercussions
- Change resistance – “we already tried that”



Thank You!
Questions?



THANK YOU