



## Advisicon Inc. Case Study Pfizer, Inc. (Medical Department)

### **Abstract:**

*The Pfizer Medical Department (MD) needed to have better control of clinical research projects through standardized processes and efficiency of information sharing. Internally, there was also an additional hurdle to overcome - poor past experience with a new technology deployment. Based on Advisicon's highly successful implementation within another business unit of Pfizer (Pfizer Business Technology), a solution was implemented based on Microsoft® Project Server® technology. By standardizing processes and procedures and establishing a centralized documentation library, immediate results were realized. Information was easily accessible and communication was greatly improved, reducing redundancy and lost resources.*

### **Pfizer**

Pfizer is the world's largest research-based biomedical and pharmaceutical company. With corporate headquarters located in New York, major research and development locations are also based in the United States and England. The Pfizer Medical Department (MD) Unit is located in Mexico and is responsible for the coordination and development of clinical research to support new product introductions.

### **Business Situation**

The pharmaceutical industry has a very complex and multi-faceted approval process for the clinical research necessary to support product development. Specifically, the Medical Department of Pfizer has special procedures for clinical research of their products that must be followed in a strict order and with strict control in order for Pfizer to release a new product into the market. Notably, the resources involved in this procedure did not have a tool that supported a standardized process and follow up of their clinical research projects. Additionally, they needed to understand how to best achieve project goals with maximum efficiency throughout the process.

Importantly, another problem Pfizer had to address, was overcoming executive concerns based on a previously failed deployment of technology. The earlier experience left executives questioning the application of the technology and quite hesitant to repeat the same poor performance. However, the vision of the technology's ability was supported at the highest levels due to the tremendous success from other Advisicon specific deployments within Pfizer. (Advisicon had previously deployed a customized Project Server solution for the Pfizer Business Technology unit, which resulted in positively measurable results for the division.)





## **Solution Delivered**

After a thorough review of the necessary requirements and processes for a successful system, Advisicon recommended the implementation of Microsoft Project Server 2007. This technology would be able to provide the functionality, power and ease-of-use to allow for organizational adoption and ultimately, success.

By creating and requiring standardized processes, Pfizer had a very secure platform that provided a focal point for all documentation. Centralizing the research allowed efficient sharing of information and communication, reducing duplication and loss of resources.

## **Benefits**

Pfizer MD began to see results across internal resources associated with the implementation. Benefits included:

- Control of project administration through standardized procedures and use of the right technology tool
- Integrated information and technology platforms designed to provide access and accuracy to the status of current projects
- Efficiency in collaboration and communication across the organization
- Increased resource management

## **Software and Services**

- Microsoft® Project Server 2007
- Microsoft® Project Professional 2007
- Microsoft® Windows SharePoint Services

## **Key Users**

- Clinical researchers
- Business technology PMOs
- Project Resources
- Executives