



*“Every Life Science company should have a clear understanding of the information and the journey of their products, from idea to launch and beyond”*

## **Expand Your PPM Strategy**

The importance of PLM for  
Effective Portfolio Management

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Basel - April 2025

# **The Life Science PPM and PLM Software**



## RAFFAELE MARRANZINI

- Born and raised in south Italy
- IT Consultant since last century
- Agile methodologies enthusiast
- 10+ years experience with Product Lifecycle Management (PLM) in Life Science
- Worked in international PLM and PPM implementation projects for Top pharma companies
- Living in Basel since 2015
- Has two young boys that ask YOU to invent an antibiotic syrup that does not taste horrible

## We will cover:

- The Challenge
- Why PPM & PLM Must Unite
- The Platflow Approach
- Case Study
- How You Can Partner



## Introducing the Challenge

A well-developed PPM program determines and monitors Product Value as follows:

1. Select and Maximize Product Portfolio
2. Resource and Enable Pipeline
3. Execute and Manage Projects

Why would you want to have a good PPM?

- Align portfolio with business strategy
- Increase “right first time” ratio
- Reduce Time-To-Market
- Maximize the return of investment of limited resources





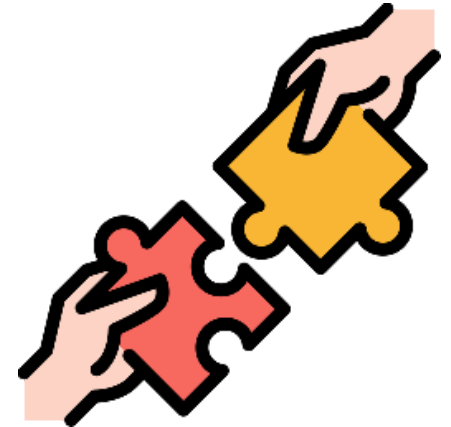
## **Speed Isn't a Luxury - It's Survival**

Delay in drug development isn't just a cost.  
It's a patient waiting.

Are your systems helping or hurting?

## Introducing the Challenge - The Silos

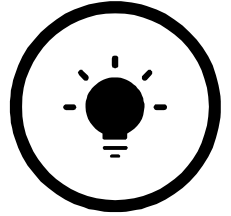
- Compartmentalized functions focused on specific aspects of the drug discovery, development, manufacturing or distribution
  - A solution to divide a bigger problem into smaller pieces
- IT systems setup normally reflects the siloed organization: data from one silo is hardly accessible to another
  - Clinical Development and Regulatory Affairs: Delays and errors in the drug approval process
  - R&D and Manufacturing: difficult transition of a drug from R&D to manufacturing
  - Distribution and Marketing: disconnects leading to suboptimal inventory management
- Collaboration between Silos and an Integrated planning process are required:
  - What needs to be done by whom
  - How it is funded and prioritized
  - Make sure people/departments collaborate with each other



## How are you facing the challenge?

How many questions would **you** be able to **easily** answer today?

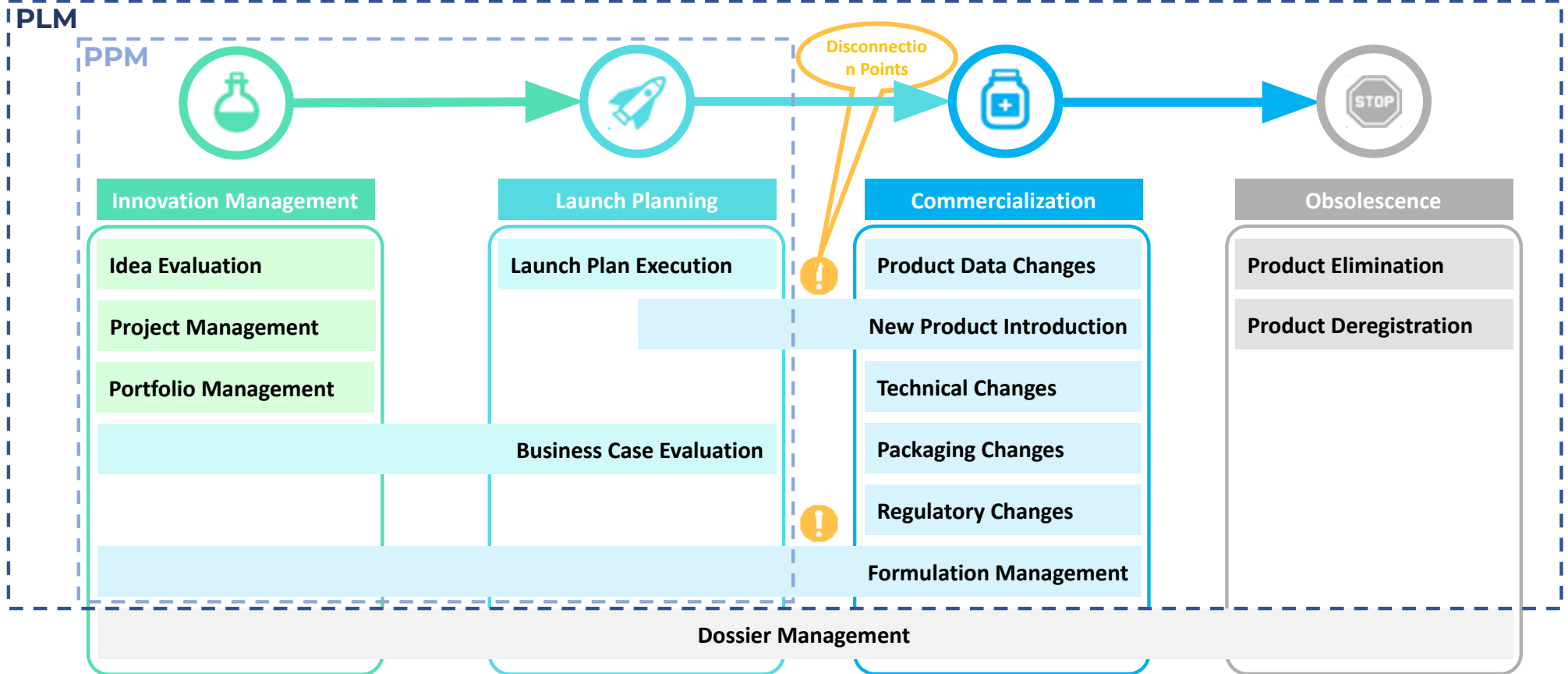
1. What products are currently under development?
2. What products will be launched where?
3. What are the expected sales and investments for a certain launch?
4. What will be the supply chain for each product?
5. What is each product composition?







*UNITING WHAT CAN WORK TOGETHER*



## The PPM isolation...

The **isolation** of PPM from PLM will lead to the following:

- ❗ Disconnect between Planning and Engineering/Execution
- ❗ Disconnect between Global functions and Local functions
- ❗ Lack of visibility on product data (Formulations, Dossiers, SKUs, Supply Chain constraints) that should be managed in the PLM system
- ❗ More tools □ More communication “impedance”
- ❗ The job (of the company) is not done once the product reaches the shelves for the first time



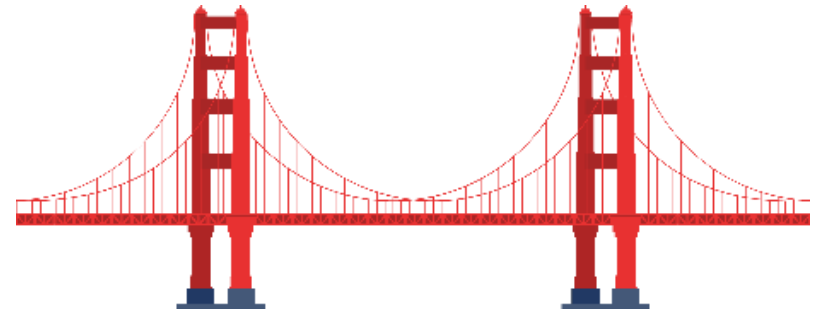
## Bridging PPM and PLM

*Make it simple !! (complicate later)*

5. Enhance transparency and **knowledge sharing** with **tools**

3. **Integration** (tools, processes, data models and people) is strategic.

1. Identify and apply a proper **PM and PPM basic processes**.



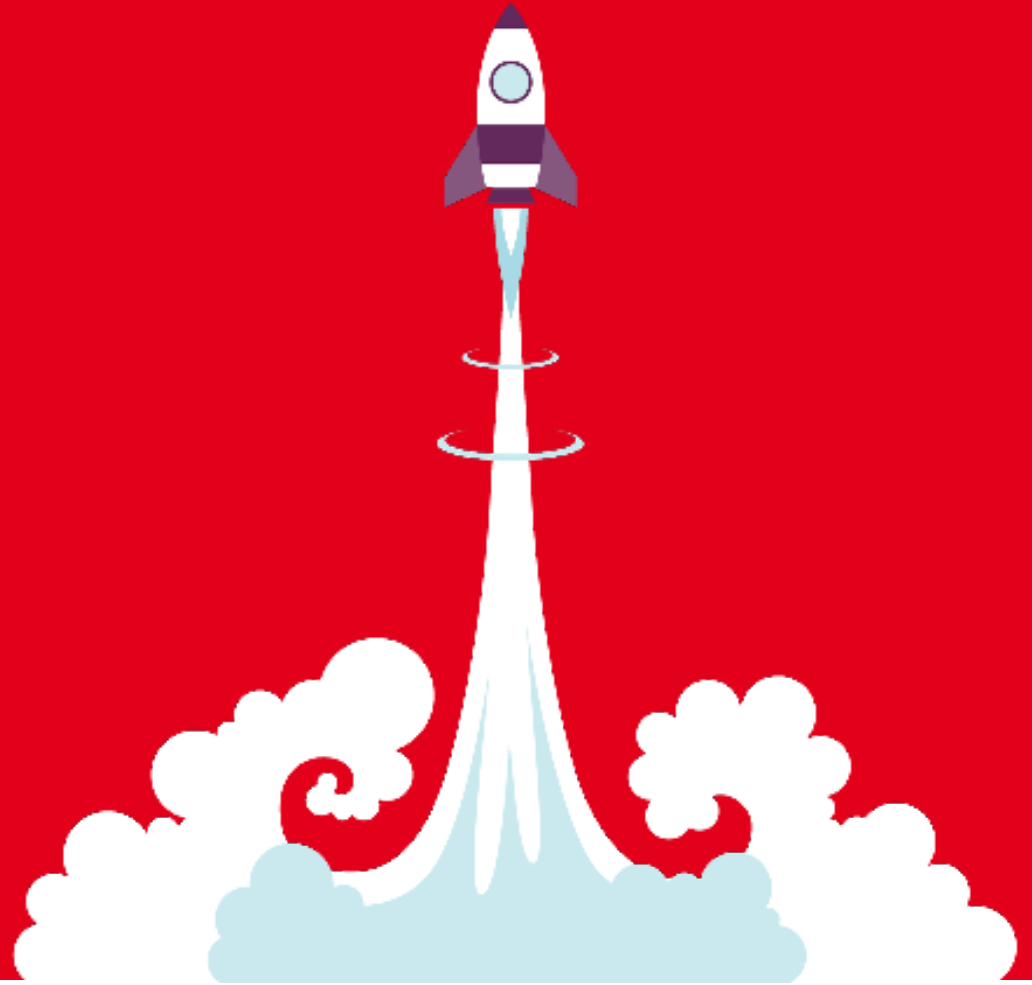
4. Facilitate **communication** with proper **tools**.  
We struggle to attend the e-mails and the spreadsheets we already receive.

2. Incorporate PPM strategy into the **broader PLM strategy**



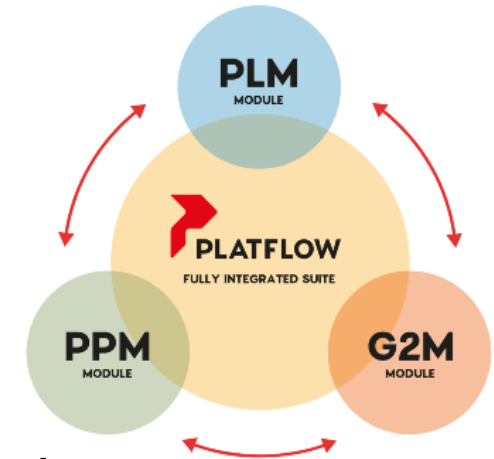
- All your product data in one place
- Seamless flow from strategy to launch
- No more chasing spreadsheets

## Meet Platflow: Built for Life Science



## Platflow Integrated Modules

1. **PLM** (Product Lifecycle Management): single source of truth for product data, their composition, changes, NPI and other processes.
2. **PPM** (Project Portfolio Management): manage innovation projects, keeping track of time, cost, resources, and risks.
3. **G2M** (Go To Market): manage product launches, controlling the forecasted revenues, costs and benefits. Calculate P&L and KPIs



Each module can work **independently** from the others and **integrated with your tools**

## Benefits

- |  |  |                                 |
|--|--|---------------------------------|
| • Product introduction process           | • Launch Business Case Management        | • Simplify Communication        |
| • Maintain Product Composition           | • Integrated calculation of P&L and KPIs | • Obtain Transparency           |
| • Fully integrated modules               | • Launch Approval Workflow               | • Easy monitoring and reporting |
| • Easy integration with external systems | • Embedded project management tools      | • Simple Portfolio Management   |

## Our PLM/PPM Consulting Experience in Life Science

-  IT landscape assessment
-  Business process consulting
-  Data model definition
-  Process and workflow design
-  Implementation
-  Continuous Improvement



## Stada: German Pharma Company 3.8B EUR

### BUSINESS ISSUES

Company was struggling to get clear visibility on the product portfolio:

**No single view of the product.** Data is fragmented

**Poor data & insight with limited visibility** of extensive project portfolio

**Dated systems with limited flexibility** that impact operations and strategy

### SOLUTION

Our consulting team supported the customer during the whole **transformation** program by totally renewing the business processes and IT Architecture with the introduction of a shared **vocabulary**, streamlined **processes**, clear **responsibility** and new tools **integrated** in the existing landscape (ERP, RIMS).

The project was driven with Agile methodologies and organized in different Waves.

The initial MVP had the aim to quickly enable **ROI**, increase **visibility** and reduce **time to market**.

### IMPACT

**Business transformation:** enhanced business processes for success

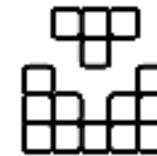
**Global Business and multi-country rollout:** acquired control on NPD projects and related launches

**Legacy systems phase out:** decommissioned four legacy systems with clear cost saving

**Standardized processes:** Enabled consistent capabilities, processes and skills

**Smart implementation:** implemented industry best practices to achieve measurable success metrics

**Decreased TCO:** reduced cost of ownership by integrating and automating



[Testimonial Video](#)





*Let's Grow Together*

# Let's Build Something Tailored and Powerful Together

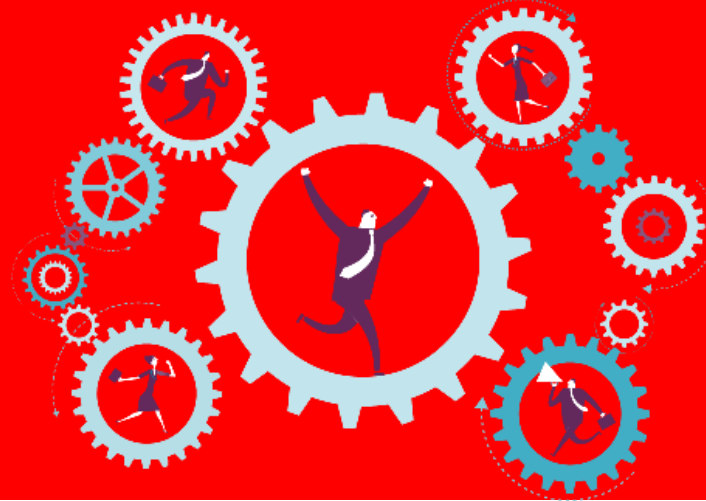


## Partner with Platflow for Real Impact

- Platflow is growing fast and was already adopted by many
- We're looking for a partner ready to shape the future of PPM
- No upfront software investment
- If we are a fit, co-develop and configure Platflow around your real needs
- You gain a tailored solution at a fraction of the typical cost



# Start with Clarity: Our Assessment Approach



## Start with an Assessment Project

- People, Processes & Tools: Understand your current Landscape
  - This will be useful even if **you already have tools**. We will do an **unbiased evaluation**.
- Shape your future: define Objectives and Priorities, identify Gaps and Opportunities
- You leverage on the **results of the assessment** to **improve your processes**
- If Platflow is the right tool: co-create a Platflow roadmap that delivers value to your company
- Duration: 3-4 months. Cost: under 30k€



## Common Concerns We Hear From Customers

❑ *"How do I justify this investment to senior leadership?"*

✅ Fast ROI, Clear Justification – Tools to win over leadership.

❑ *"What if I'm blamed if this doesn't work?"*

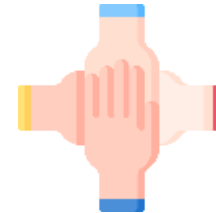
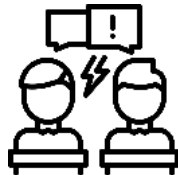
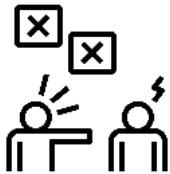
✅ We Don't Leave You Alone – Our consultants guide every step.

❑ *"There's too much internal politics."*

✅ We Navigate Politics With You – Quietly and effectively.

❑ *"Change management? That's a nightmare here"*

✅ Change Management Baked In – We support you all the way.



## Common Concerns We Hear From Customers

❑ *"Our current processes are too complex for any tool."*

✅ We Start Simple, Grow Smart – Adapt to your processes.

❑ *"New tools usually create more headaches than they solve"*

✅ Built for Humans – Simple, clean, and user-focused.

❑ *"We don't have budget/time for a massive implementation"*

✅ Lean, Low-Cost Entry – Scalable and efficient.



# Let's Talk!



[www.platflow.ch](http://www.platflow.ch)

SCAN ME

