

Evaluate Custom Solutions[↑]

for Commercial Operations, Pricing and Forecasting

How a pharma
commercial and
finance group
established a
standard forecasting
methodology across
an entire business.

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OBJECTIVE

The EMEA commercial and finance team of a pharma company wished to rework their internal commercial and R&D franchise forecasting methodology. The aim was to implement a patient-based forecasting standard across the entire business to improve consistency and transparency.

SOLUTION



Existing in-house models and forecasts collected and specification documents drawn up for each franchise team.



Product forecasts were constructed in agile development with weekly touch-points between teams to ensure timely delivery.



We handed over the models to internal analysts, working with the teams to get models calibrated and ready for use.

RESULTS

At the end of the project, our client achieved standardized forecasting methodology across all therapy franchises, including consolidated country/region forecasts and views. This in turn drove EMEA and global strategy, supply chains and aligned with financial reporting systems and rhythms. Ultimately, the client received easily updated forecasts and one true view across the business.

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Evaluate Custom Solutions improves your strategic decision-making with customized solutions and deep insights that draw on our industry expertise and trusted commercial intelligence.