

**ICBE**

IRISH CENTRE  
FOR BUSINESS  
EXCELLENCE

**ALIGNING DIGITAL STRATEGY WITH BUSINESS STRATEGY**

# BUSINESS STRATEGY

With so many technology solutions available – how do you cut through the noise and choose solutions that will enable and support your business strategy and future growth



# DIGITAL TECHNOLOGY AS AN ENABLER

Looking at your organization – what problems are you trying to solve?

What goals are you trying to achieve?

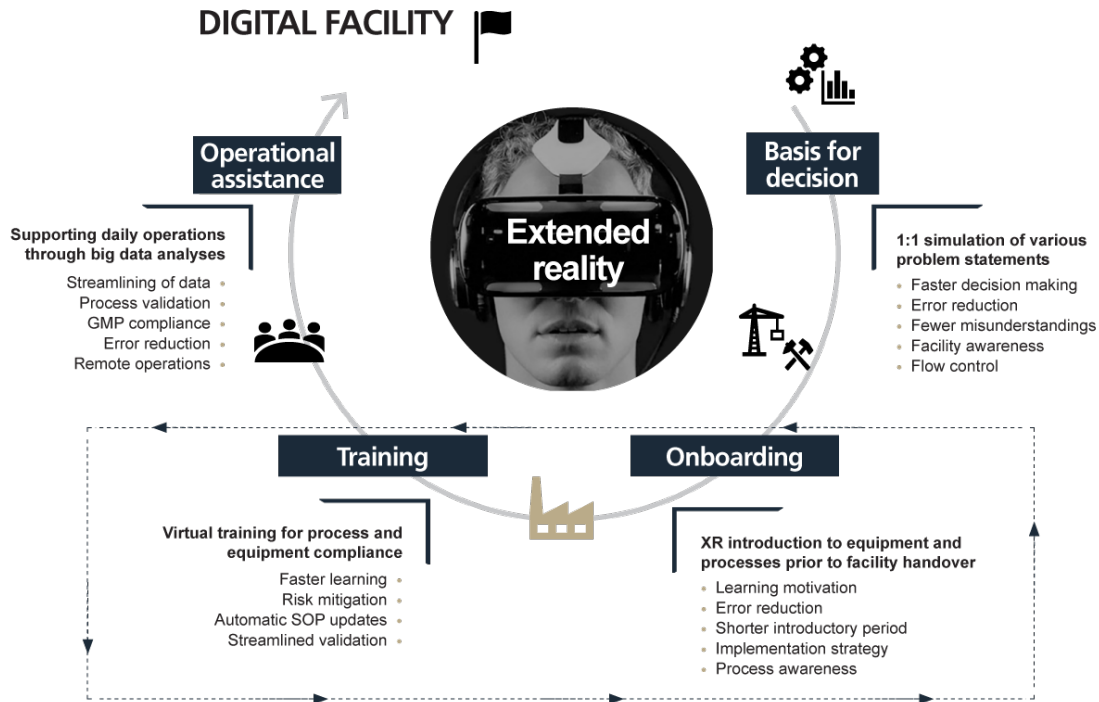
Not all digital technology solutions will be the right choice for your business.

Many organizations have learned the hard way – and have had to mould their business processes around a software solution that could never satisfy the business needs.

What must you prioritize as a business to achieve your goals via the chosen strategy and how can digital solutions be an enabler?



# BUSINESS IMPACT OF TECHNOLOGY IN LIFE SCIENCES



New technologies are offering unprecedented advantages in speed, training, safety, quality and efficiency



# BUSINESS DRIVERS

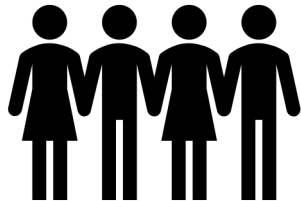


EUROPEAN MEDICINES AGENCY  
SCIENCE MEDICINES HEALTH

## Regulatory/Legal Requirements



## Removal of paper



## Satisfy user needs

All business strategies have similar drivers but to varying degrees of influence depending the individual situation at the site.

### Regulatory Requirements

These are obviously mandatory but may be accelerated if there was a recent finding or compliance issue on the site

### Removal of paper

Manufacturers have been striving to remove the dependency on paper records but the recent global pandemic has pushed the agenda forward in many organizations

### User needs

The needs of the user are constantly changing. Moving to digital records is now a necessity, this change must be managed with the user in mind.

### Quality Efficiency

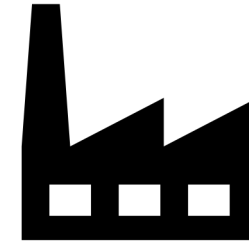
Improving and maintaining quality. Increasing Efficiency.

### Enforce Workflow digitally

This will ensure that operators and users can only “do the right thing” in following controlled SOPs.

### Improved Data Access and Reports

In a digital environment, improved reporting and ease of access to data can be a game changer in how a business performs



## Quality/ Efficiency



## Enforce Workflow Digitally



## Improved Data Access and Reports

## WHAT TO DO WHEN

Should you improve your processes before you digitize?

Do you try to digitize the process while making process improvements?

Can you leverage the technology to highlight inefficiencies in the process – then make more profound process improvements?

Once you digitize a process, the non-value add steps will be clearly visible



# REPORTS AND DATA

Don't start with the technology and ask – what reports can this solution provide?

Start by defining what data is needed in a report and work back from there.

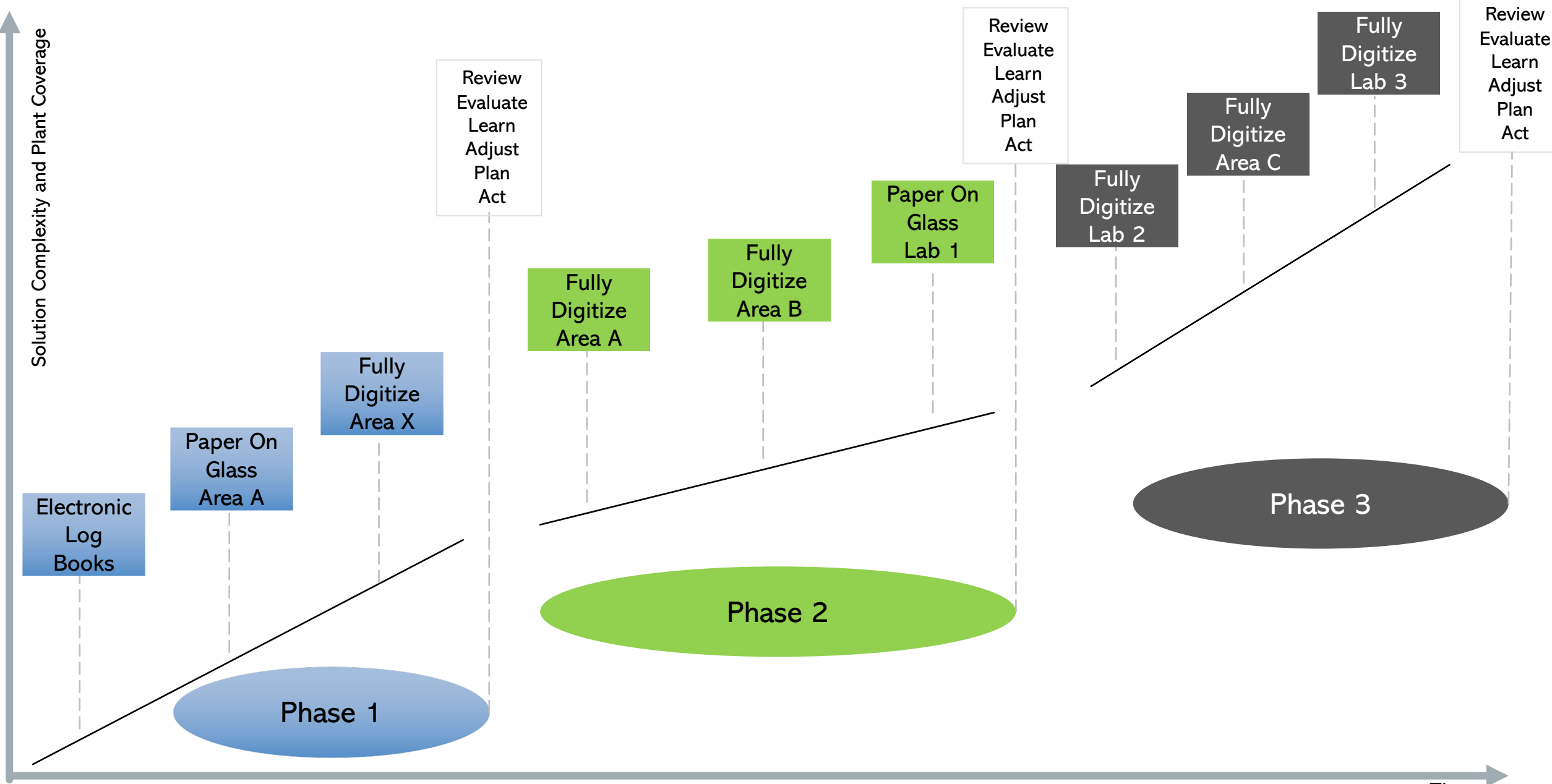
Define the sources of the data needed to produce business reports

This approach will help you select the digital solutions to enable your strategy

Digital technology should enable growth and improvements

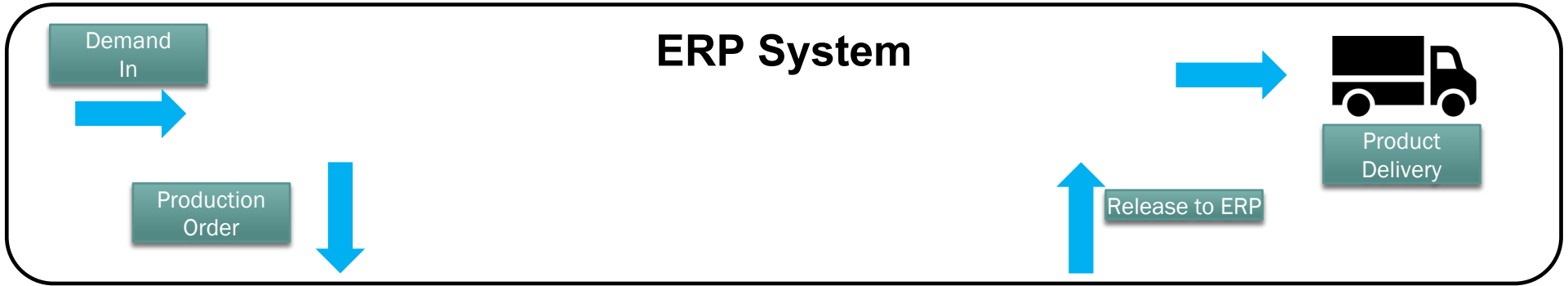


# DIGITAL TRANSFORMATION ROAD MAP

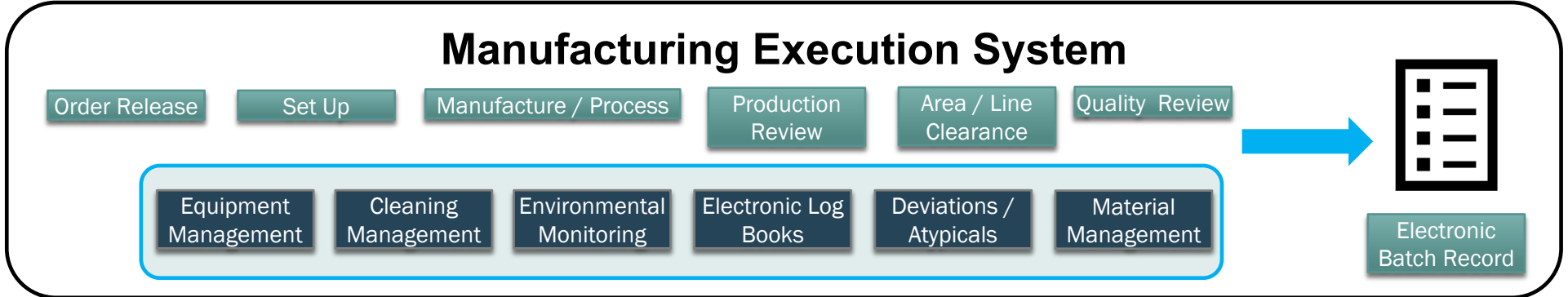


# SOLUTION EXAMPLE

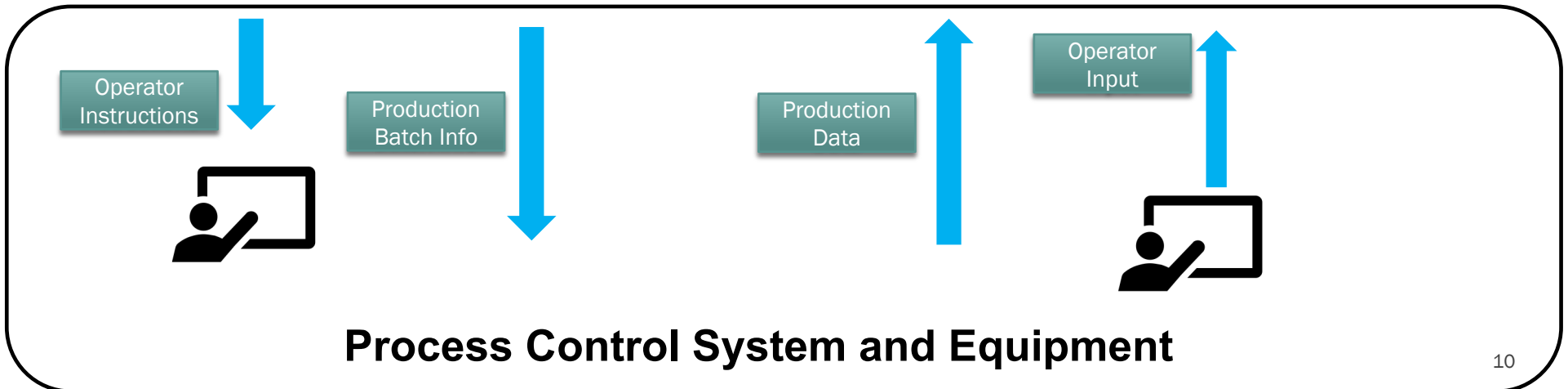
Business Layer



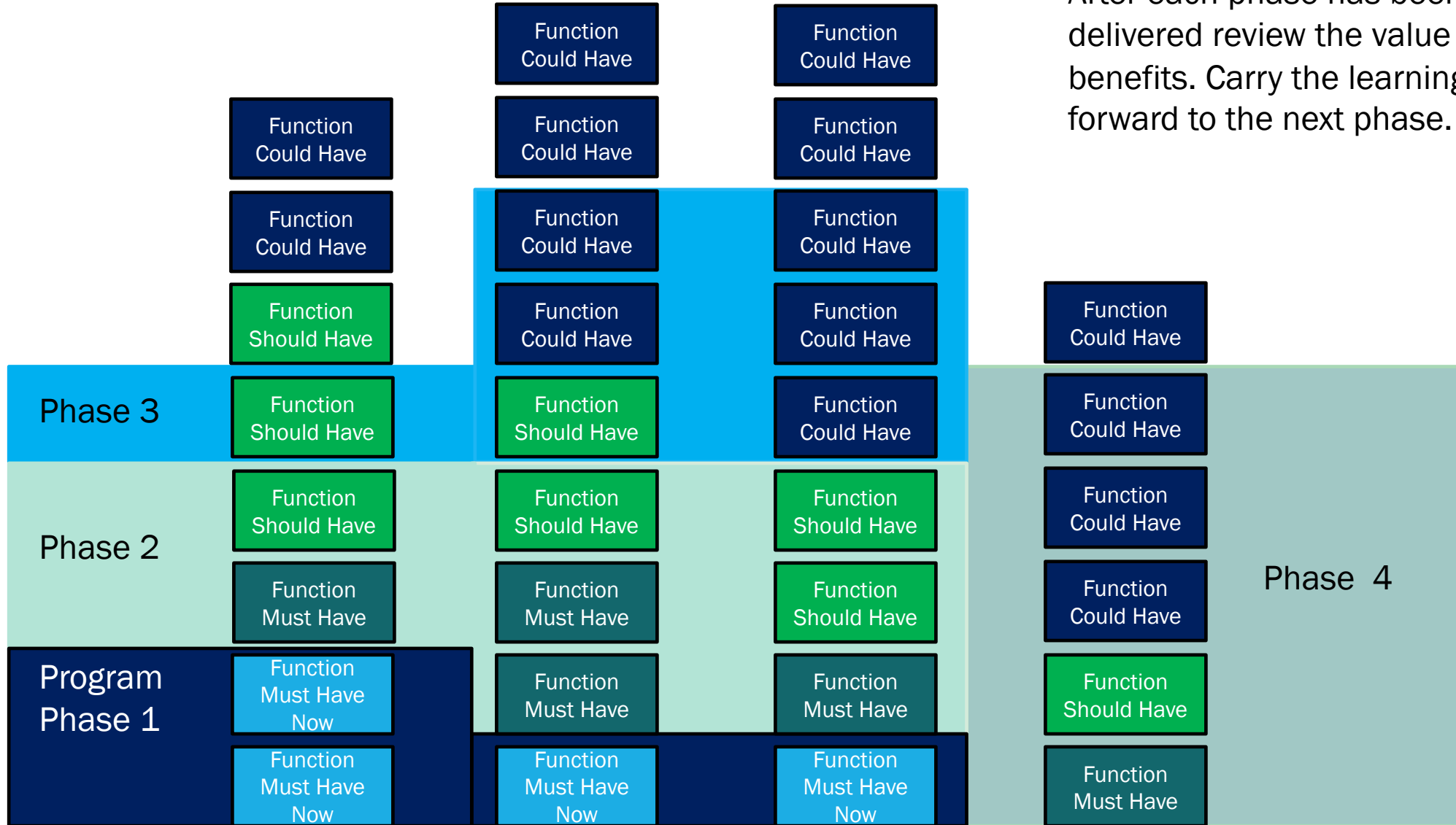
Business to Manufacturing Interface



Manufacturing Layer



# SAMPLE AGILE IMPLEMENTATION APPROACH



After each phase has been delivered review the value and benefits. Carry the learnings forward to the next phase.

Requirements

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*Where knowledge is shared and multiplied*