



A Unified Business Development And Partnering System, Lessons Learned From A BioPharma Leader

By Channasa Taylor, Inova Software Inc.

The nature of **business development** and **strategic alliances** has evolved into a world of complex global relationships with alliances spanning multiple regions and therapeutic programs. Biopharma companies are recognizing that a decentralized organization is unsustainable; and a unified Business Development, Licensing & partnering system is a better approach. Companies deploying a unified solution rank among the top five companies in a recent IBM study on Biopharma partnering. For one of these companies this represents a significant shift from the challenges and inefficiencies of a widely decentralized, geographically and culturally diverse community of business development teams to a highly agile, well-coordinated global team that has earned its place as Partner-of-Choice in the eyes of its alliance partners.

This company now has a **single software framework to manage the full lifecycle of partnering** activities, including search & evaluation; in/out licensing, R&D collaborations and M&A; and alliance management. More than 300 professionals now share a single database with information on all

external interactions (academia, biotech...), licensing opportunities, post deal obligations like milestones payments, etc. Until recently the **Business Development IT infrastructure that supported these diverse communities consisted of 21 different systems** with very little coordination between them.

Over time, each group may build its own homegrown system to manage its data. Their needs are different and in some cases, legal departments mandated the separation of those databases to avoid IP contamination.

Increasing efficiency is important with the growing volume of data, and merging different systems can reduce duplication of data. For instance, a search & evaluation team might be screening a new technology; while a transactional team from another division might be closing a deal with the same company. If a scout meets a biotech in a conference, he/she needs to know who in his company is already interacting with them. BD executives may take years to develop successful partnerships, and retaining information about these partnerships provides an essential “corporate memory.” Strong authentica-

tion and access control using a single database provides the security mandated by legal departments and is easier to manage with one consistent policy.

Considerations for moving to a single database include:

1. **Choosing the right system that is flexible to adapt to change;**
2. Configuring the system based on validated requirements;
3. Properly establishing access control to safeguard the most sensitive information;
4. Integration with other systems to allow the results of activities to inform other stakeholders.

As partnerships and collaborations continue to provide a greater share of BioPharma’s pipeline of new products, most BioPharma companies will require one integrated system for all their BD&L and partnering activities. This will help extend BD activities across the organization, facilitate a closer working relationship with R&D and foster better external interactions. Since the goal of these partnerships and collaborations is to advance the state of health and well-being in our society, good news lies ahead. ■

The New & Improved LES Career Center Now Available!

You’ve asked for it and we’ve listened. A new and improved Career Center is now available! Job seekers can upload resumes, save specific searches, receive updates when jobs are posted and more. Employers can search resumes, manage multiple postings, track job views and much more. This robust Career Center is available to job seekers at no cost and a nominal fee will give employers access to thousands of highly qualified candidates. Go to <http://careers.lesusacana.org/> to check it out!

The LESI Web Site—Launched With A New Look

Great news! The new LESI Web site was launched on August 26, 2011. We have invested a significant amount of resources in this project. If you have other questions about the Web site, please contact your LES national contact/ national leaders: http://www.lesi.org/Article/National_and_Regional_Societies/Society_Officers.html. ■

