



Bayer: Leveraging insightful reporting for partnering excellence

The Company

Bayer Pharmaceuticals is the pharma division of the German multi-national life sciences company, Bayer AG. The group in total, remains to be one of the biggest European life sciences companies, posting a revenue of €35 billion in 2017. The Pharmaceuticals Division focuses on prescription products, especially in the area of oncology and cardiovascular, and also on women's healthcare, hematology and ophthalmology. Two of Bayer Pharmaceutical's products, Xarelto™ and Eylea®, are considered two of the top 15 selling drugs in 2017, and are both results of successful partnerships with Johnson & Johnson and Regeneron, respectively.

The Solution

Inova implemented a unified cross-divisional platform for all therapeutic areas with all their partnering data in one central place. Next, Bayer closely worked with the Inova team to design customized reports for all key stakeholders. Through Inova, Bayer has implemented a downloadable one-pager report outlining details of the asset and "traffic light" reporting to give a quick health check of all opportunities.

The Challenge

Following a strategic decision in 2012 to consolidate partnering teams to one dedicated department, Bayer's main challenge was to align 6 different teams spread out geographically and functionally. This includes transferring information from their respective legacy systems to a unique partnering platform and to provide a good overview for their partnering efforts. Once implemented, the big challenge was to create a system for document retention, project management and process for reporting as a source of insights for senior management overseeing the changes.

The Benefits

Bayer has successfully streamlined their reporting activities; eliminating the need for 50-60 people working on reports manually and saving several weeks of preparation for their monthly business development meetings and annual reporting. Senior management has also been on the receiving end for more transparent and accurate reports. These gave them a better overview for all the interactions.

The Story

Inova's story with Bayer began six years ago, when the German pharma company decided to merge six different Business Development & Licensing teams to form a single Bayer Partnering team. As the success of this partnering function is crucial to the organization, they decided to look for a platform, so they could set up a single partnering process that would encourage synergy. That was when Cornelius Kurz joined the team. Cornelius was assigned to be the project lead for landscaping, decision making and implementation .



Cornelius Kurz

Global Project Manager BD&L
Bayer

"We had 3-4 solutions to choose from. The most critical features for us were user-friendliness, customizability, connectivity to Thomson Reuters' Clarivate and insightful reporting. In the end, we decided Inova would be our best way forward."

Once Inova was selected, Cornelius and his team rolled up their sleeves to start with the configuration of Inova, based on the team's actual process. This was then followed by a draft implementation and a comprehensive user acceptance testing (UAT). With more than 200 active projects, Inova was then deployed to its 160 users. Later on, thousands of historical records spread across six legacy systems were migrated into Inova.

Cornelius recalls, "The implementation went by really smoothly, and was kept simple. Each project took 3-5 minutes to create and the number of fields were reduced to a minimum, only those that were relevant and necessary to reporting were mandatory."

Leveraging insightful reporting for partnering excellence

Speaking of reporting, part of the many reasons they chose Inova was to have a tool that would give senior management a consistent 360-degree view of all the interactions happening in all these five different therapeutic areas. And so, once Inova was up-and-running, the next challenge was to create reporting functionalities that would automatically provide this high-level overview of projects, and at the same time proper, relevant and up-to-date project information.

The first step for Bayer was to create a reporting process that would suit senior management's needs. They have decided on a process where that is then simplified to a report, which is a deck of slides containing all projects each team is working on – including background information, status description, and next steps for each asset. This report is done monthly and presented to the Pharmaceuticals Executive Committee.

Bayer then initiated a project with Inova to customize this report according to the specifications that could benefit all the six teams and reduce manual modifications as much as possible.

Cornelius recalls that having reporting functionalities in Inova provides two benefits: One is **time-savings for the end-user**. He recalls his previous experience at other functions in Bayer where 50-60 people were involved to update reports manually for their monthly meetings. The other benefit is **receiving transparent and accurate reports for the senior management** by having one, unique source of reporting that is constantly used across the department.

On top of reporting, Bayer has also taken advantage of other Inova features, which helped them in their daily tasks and challenges. Some of their favorites are the **search function**, which they use to find their latest interactions, as well as **the internal and external peer-review features**.

Bayer's Partnering Team sets the standard for managing an effective partnering lifecycle in the biopharma industry

As partnering is integral to Bayer's strategic vision, the Bayer Partnering team was organized to tap into the biopharma industry's scientific know-how and translate it into innovative drugs. With about 50 development projects worldwide, their partnering efforts range from traditional licensing agreements or strategic alliances to public-private partnerships or open innovation models. These partnerships cover the entire value-chain from Research to Commercialization and give Bayer a competitive advantage in the industry.

About Inova

Inova accelerates partnering for the future of medicine. Our cloud-based solutions help life science companies manage their biopharma opportunities more efficiently. They find all their partnering information in one place, track their deals and alliances easily and report on their pipeline and activities in seconds.

We have also developed strategic partnerships that make data from the 20 biggest biopharma events automatically available in Inova, providing our users with always up-to-date company and contact information.

Over 150 life science companies, including 50% of the top 50 pharmaceutical companies and many midsize pharma and innovative biotechs already use Inova.

We are headquartered in Lyon, France, and also operate offices in Denver, New York and Tokyo. For more information, visit www.inova.io.