



Life is our life's work.

Consumer

Customer: Pfizer Consumer Health

Leading Consumer Health Company Reduces Time to Market by Half.

Click [HERE](#) to view the case study

CUSTOMER PROFILE

Pfizer (NYSE: PFE) is a global American pharmaceutical and consumer company.

BUSINESS SITUATION

Pfizer Consumer Healthcare wanted to improve their speed to market and deliver on their promises globally.

The challenges they faced were inadequate resource planning, late commercialisation and too few breakthrough projects.

SOLUTION DESCRIPTION

Iris Innovation Hub was implemented to manage the entire innovation process from idea generation to launch.

Portfolio Management tools helped with project prioritisation and resource management.

RESULTS DELIVERED

- Freshness Index up 308%
- Portfolio NPV up 276%,
- Launch Cycle reduced by 46%
- Project ROI up 25%,
- Software rolled-out to APAC & Japan

To experience the full benefits of Iris Product Suite, click [here](#) or contact your Iris representative.



“There were other products that covered a lot of the NPD areas, but not all of the areas. SCIP (the Iris product) has exceeded my expectations”.

**Carol Lawrence,
Project Manager**

R&D Pfizer Consumer Health



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