

CASE STUDY



How Septodont has sharpened strategic decisions about the product portfolio

Septodont has a very large product portfolio. Assessing the benefit/effort of maintaining legacy products was an ongoing challenge. Sciforma consolidates the effort associated with each of the products, enabling us to better estimate the cost of continuing with them. This supports strategic thinking and decisions on whether or not it is worthwhile to keep such and such a product in the portfolio.

Olivier Chabrier, Head of Programs - Pharmaceutical Affairs Department

Septodont is an independent laboratory specializing in the development, manufacturing, and distribution of dental products. To them, it is critical to continue to innovate in order to deliver new products while also maintaining existing products on the various markets they're active in.

The multiplication of innovative projects, coupled with changing regulatory requirements, were complicating the management of this diverse portfolio. For lack of a consolidated view of project-related tasks, it had become challenging to set clear priorities for the teams. With several departments involved, the lack of visibility on the work to be done given the available capacity sometimes triggered misunderstandings across functions and weighed on overall efficiency.

Deploying Sciforma's PPM software in 2021 has enabled Septodont to improve both tactical and strategic decisions, as well as the management of the product portfolio.

Septodont chose to partner with consultancy firm Noveane to successfully implement the solution.



INDUSTRY

Pharma



FOUNDED

1932



LOCATED

Saint-Maur-des-Fossés,
France



REVENUE

€234 million



HEADCOUNT

1,800 employees
worldwide



WEBSITE

septodontcorp.com

THE BENEFITS FOR SEPTODONT:

VISIBILITY AND TRANSPARENCY FOR FORWARD-LOOKING MANAGEMENT

Now that all the data associated with product development and registration is automatically consolidated in Sciforma, everyone is notified in real time of upcoming deadlines and can therefore anticipate resource needs and possible new hires. Septodont is now empowered to prepare 6-month capacity plans. Most importantly, the company now has a 3-year overview of product-related activities.

STREAMLINED PRODUCT PORTFOLIO MANAGEMENT

The deployment of the new system provided the opportunity to tweak the processes and workflows used across the departments involved. The processes that showed room for improvement were clarified and optimized, and project and portfolio management practices were standardized.

Highlighting resource over- and under-allocations has improved the internal organization of the various departments (R&D, Legal, Medical, Project Management) as well as the quality of interactions. Additionally, the formalization of multiple cross-department governance bodies has gone a long way toward improving the process for making portfolio decisions.

MORE INSIGHTFUL AND RELIABLE STRATEGIC DECISIONS

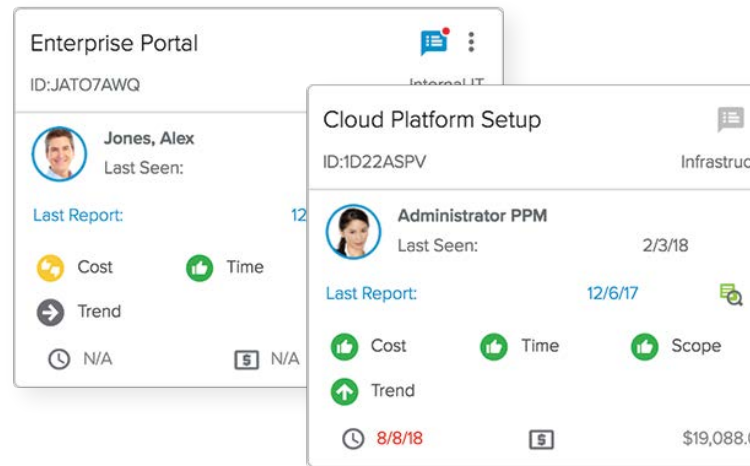
Because the data from Sciforma feeds into the steering committees, executive managers can easily make decisions based on clear and objective information.

With better understanding came faster and simpler decisions about project prioritization, rescheduling, and reallocation. This has also improved the Total Cost of Ownership estimates for the various products in the portfolio, enabling Septodont to optimize its product mix.

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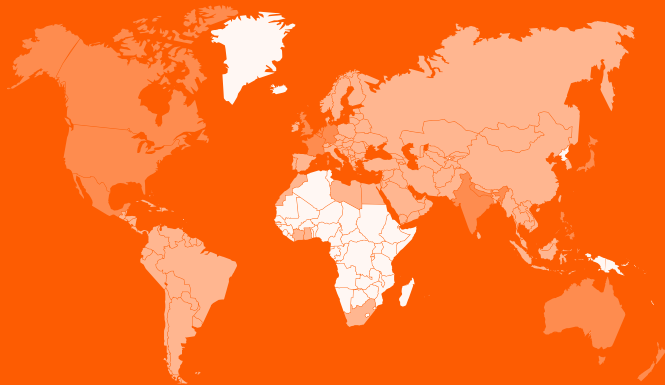
About Sciforma

Sciforma is one of the leading providers of Portfolio & Project Management (PPM) software, delivering solutions to more than a quarter million users worldwide since 1982. The company offers flexible and easy-to-use multi-platform project management and project portfolio management software solutions. Businesses that have multiple projects from multiple clients (including internal customers) need to be able to prioritize efforts that will bring the best results to the company. The configurable Sciforma PPM solution provides project managers and executives the ability to analyze investments, plan capacity, manage risks, and control expenses better. In 2021, Sciforma acquired One2Team, thereby reinforcing its Strategic Portfolio (SPM) management capabilities.

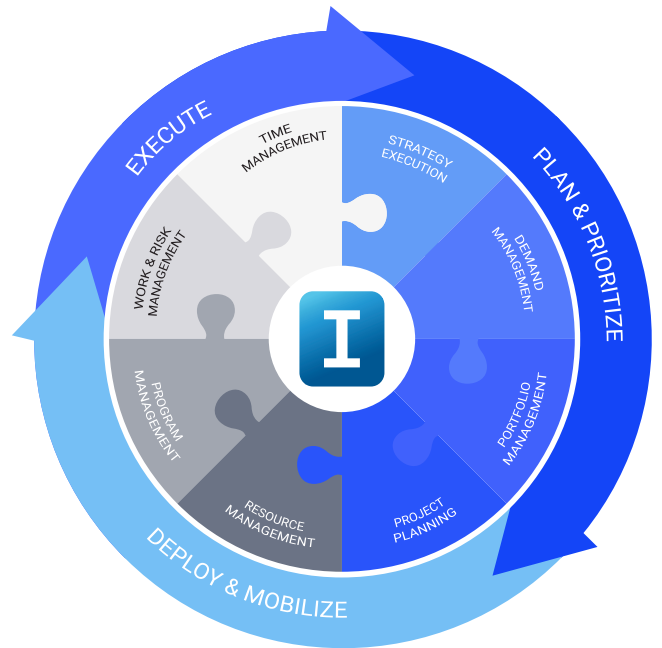
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