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Dassault SystÃ?Â¨mes introduces a new industry solution experience

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Dassault SystÃ?Â¨mes, the 3DEXPERIENCE Company, a world leader in 3D design, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, announced on June 27, 2013, the launch of a new industry solution experience for pharmaceutical and biotech companies, "Licensed to Cure for BioPharma." Based on Dassault SystÃ?Â¨mes' 3DEXPERIENCE platform, the new solution transforms the way biotech and pharmaceutical companies manage product and process complexity by smoothing drug variation, enabling easier and faster expansion into new markets, all while managing increasing regulatory requirements.

In an environment of expiring patents, more stringent regulations and increased development costs, companies are increasingly turning to drug variations to drive growth. With one active pharmaceutical ingredient yielding as many as 1,000 finished products, a biopharmaceutical company must have a business platform that not only manages product knowledge complexity, but also simultaneously drives collaboration, innovation, and compliancy.

"Licensed to Cure for BioPharma" boosts compliance strategies and creates a structured approach to manage product and process complexity, resulting in faster delivery of product variations to new markets. With the holistic view of all product-related information, pharmaceutical executives can analyze changes independently of their organizational origins in order to make fully informed decisions in strategic context. It results in global operational efficiency improvement, including maximizing supply chain opportunities, and enforcing efficient and compliant execution.

"The pharmaceutical industry is facing significant pressure to perform and deliver new therapies that provide strong returns both financially and efficaciously. When dealing with product variants, companies are typically resistant to change given the regulatory implications and significant potential added cost. The ability to visualize a comprehensive holistic view of the full product portfolio is incredibly valuable. Systematically analyzing the likely impact of proposed changes prior to investing time and money, has the potential to deliver valuable insights to management that aren't available today," said Alan Louie, Ph.D., Research Director, IDC Health Insights. "This approach to product management is much more than just expanded traditional information management. It is a cross-industry best practice that requires full organizational buy-in starting at the CEO and extending all the way to the lab bench."

"A key to managing extreme product and process complexity in the highly regulated drug industry is having a real-time, holistic view of product and process business change impacts and possible alternatives. That comprehensive view of a biopharma company's current and past knowledge allows it to effectively introduce collaborative secured innovations," said Monica Menghini, Executive Vice President, Industry and Marketing, Dassault SystÃ?Â¨mes. "In the end, successful innovation and well-managed product and process complexity means faster drug introductions to more markets, therefore ultimately contributing an enhanced patient experience."