

FOCUS WORKSHOP INTEGRATED R&D CONTROLLING PROCESS- AND SYSTEM- INFRASTRUCTURE



November 9-10, 2010 in Basel, Switzerland
Kindly hosted by F. Hoffmann-La Roche Pharma



Integrated R&D Controlling

Introduction to the Topic of the Workshop

Return on R&D investment and the impact of R&D spending on long-term growth and competitiveness is dependent on the existence of a sound R&D Controlling that creates the necessary transparency and facilitates a decision making process that allows a company to constantly optimize its portfolio of R&D projects and to adapt it to changing technology, market and competitive conditions in time, i.e. to manage risks and maximize its value creation potential.

One of the biggest challenges in R&D Controlling in a large global R&D-intensive company today is to enable management for effective global project planning, budgeting and monitoring in an environment of risk and uncertainty and across a complex organizational matrix of functions, business areas and geographies and across different levels of granularity.

This requires an integrated R&D Controlling infrastructure consisting of integrated R&D Controlling processes with an integrated R&D Controlling information management and an appropriate information system architecture as the foundation. Its mission is the integration of the project/portfolio view with the financial view across all relevant dimensions and all relevant levels of detail. The objective is that the financial implications of each activity change should be shown in project / portfolio planning, budgeting, and performance monitoring, and that what-if-analysis is possible - without creating unnecessary double or triple work, i.e. it should ensure data- and information integrity across all units.

In this workshop we want to bring together R&D controllers from companies of different R&D intensive industries that are interested to exchange on there challenges, on their solutions and experiences in designing and implementing such an integrated R&D Controlling infrastructure and an integrated R&D Controlling information system.

Date

The workshop starts at 10am on Day 1 and will end on Day 2 at 4 pm.

Meeting Location

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Hotel

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Please individually reserve your hotel room by referring to the following booking code "Focus Workshop SAP".

There will be an optional welcome dinner the evening before the workshop at 8 pm in the hotel restaurant. The official networking dinner is at 7pm on the first workshop date.

Issues to be discussed

- Where are we?: What are the key challenges in R&D controlling and how do the different companies present at the workshop address these?
- R&D Controlling process: How to design effective and efficient R&D Controlling processes to capture and manage risk and uncertainty and to maximize value across the organizational matrix and across various levels?
- R&D Controlling information management: How to establish a common corporate standard for defining and working with management information across the project/scientific perspective and the finance perspective?
- Change Management: What are the key success factors from a change management perspective? How to manage the change involved with moving to an intrated approach in R&D Controlling (integrating the project/scientific with the finance perspective): What capabilities do R&D controllers need to succeed? What capabilities do scientists need to succeed?
- R&D Controlling information system architecture: How to effectively structure and design an integrated R&D Controlling information system architecture across a complex organizational structure and across a SAP- and Non-SAP system landscape?
- SAP solutions and tools: How to best use the SAP solutions and tools?

Structure of the workshop

Workshop block I -- Background of participants: Exchange about the 'R&D Controlling' strategies of participating companies + about motivation to change, purpose and objectives and about the current status and challenges

Workshop block II – R&D Controlling processes and information management: exchange about how to design effective and efficient R&D Controlling processes and how to establish a common corporate standard for defining and working with management information across the project/scientific perspective and the finance perspective.

Workshop block III – Change Management: exchange about how to manage the change involved with moving to an nitrated approach in R&D Controlling (integrating the project/scientific with the finance perspective): both in R&D and finance

Workshop block IV – Information Systems: exchange about how to effectively structure and design an integrated R&D Controlling information system architecture across a complex organizational structure and across a SAP- and Non-SAP system landscape? How to best use the SAP Tools (SAP BI, Business Objects etc.)

Workshop moderator and SAP BSAG owner: Juergen H. Daum, Chief Solution Architect, SAP

Workshop host: The workshop will be hosted by Petra Storsberg, Global Head Pharma Research Finance (PFRR), F.Hoffmann La-Roche

Organizational Questions

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Content-related Questions

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