

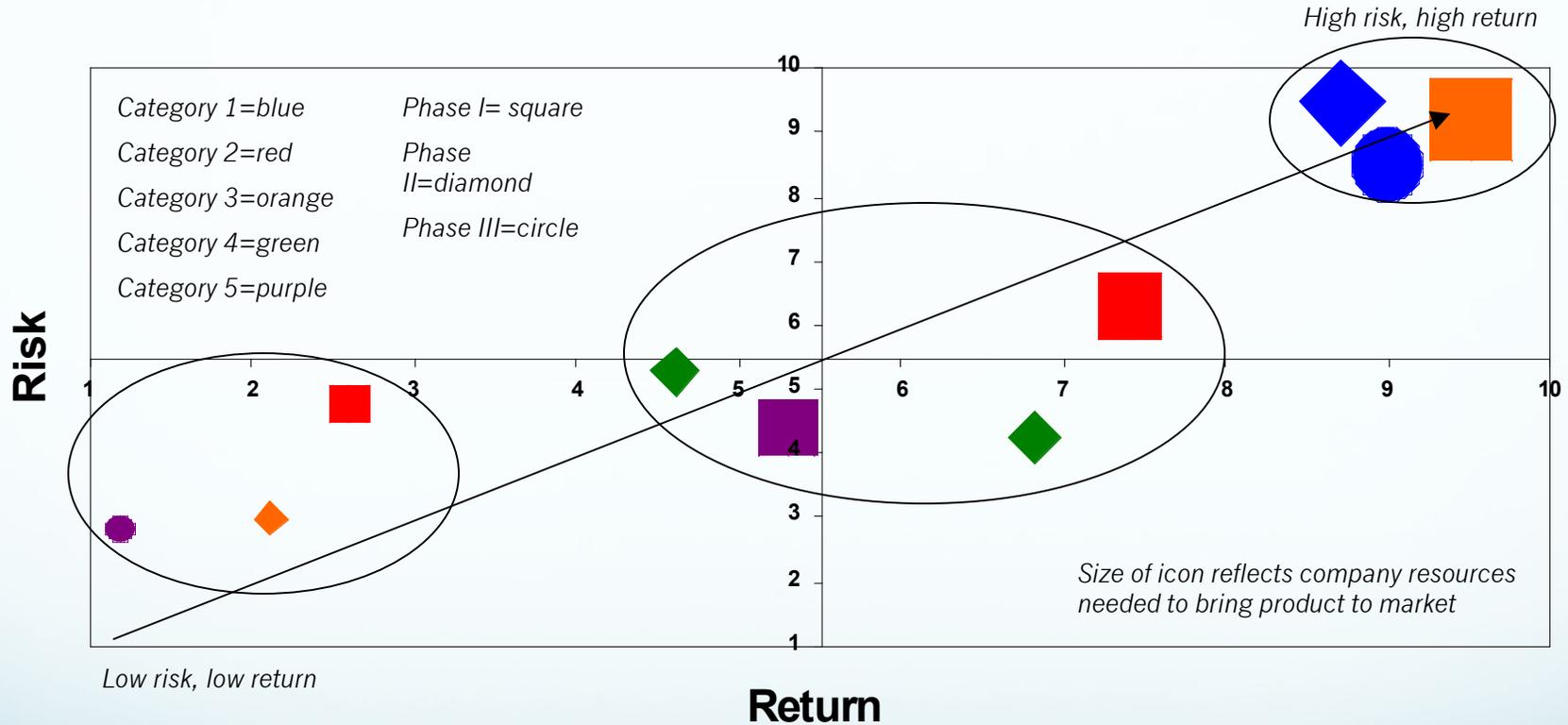
Portfolio Analysis Tool Kit[©]

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The Portfolio Challenge

- Perhaps the most difficult challenge facing pharmaceutical and biotech companies in today's marketplace is how to *assemble, manage and maintain* product portfolios that satisfy short-term revenue and share goals while addressing long-term strategic interests and objectives.
- Pipeline and in-line products present ever changing opportunities and risks and companies need on-going, well-organized teams to *evaluate* these opportunities and risks using methods that are rigorous, systematic and insightful.
- Companies also need to effectively *communicate* their portfolio goals, successes and failures to their shareholders and stakeholders on a regular basis as perceptions of portfolio strengths and weaknesses can impact industry standing and stock price

How would you evaluate this new product portfolio? Where would you invest? Where would you divest?



The SZF Solution

- Whether looking at portfolio risk as the interplay of product, category, company and industry risk or simulating new products and seeing how they impact your current portfolio, the SZF Portfolio Tool Kit offers fresh perspectives and insights into the field of portfolio management.
- The Tool Kit consists of 10 fully integrated modules designed to support the construction and management of your product portfolio for long-term profitability and maximum return on investment.

The SZF Solution

- **Ten fully integrated research modules**
 - Assessing Your Portfolio Management Team
 - Describing Your Portfolio
 - Analyzing Risk
 - Building And Managing Your Portfolio
 - Evaluating Your Portfolio
 - Evaluating New Products
 - Evaluating Your Commercialization Capabilities
 - Company Image
 - Portfolio Positioning
 - Portfolio Messaging

How Our Tool Kit Benefits You and Your Company

- Identifies and quantifies internal and external sources of portfolio risk
- Analyzes your current product portfolio in terms of productivity and risk
- Assesses the impact of adding products to or subtracting products from your current portfolio
- Analyzes your competitors' current portfolios in terms of productivity and risk
- Assesses the impact of your competitors adding products to or subtracting products from their current portfolios

How Our Tool Kit Benefits You and Your Company

- Evaluates new products developed internally from a portfolio perspective
- Evaluates new products licensed or acquired from the outside from a portfolio perspective
- Assesses your company's internal capabilities for commercializing new products
- Reviews your company's image as a reflection of its portfolio's strengths and weaknesses
- Crafts a portfolio positioning statement
- Crafts a portfolio marketing message

The SZF Process

- The ten Tool Kit modules form the core of a larger four stage, step-by-step portfolio review process.
- The entire process is covered in a series of portfolio team workshops and pre-workshop research tasks.
- If you work with portfolio teams that are process oriented, our Tool Kit will be especially interesting and appealing to you.

The SZF Process

- *Stage One*
 - Assemble portfolio team
 - Define research objectives
 - Set performance goals
 - Identify analytic dimensions
 - Customize research tasks
- *Stage Two*
 - Conduct personal and group interviews
 - Complete worksheets and grid exercises
 - Analyze initial data

The SZF Process

- *Stage Three*
 - Present and discuss initial findings with team
 - Incorporate comments and revise models
- *Stage Four*
 - Review revised findings with team
 - Come to consensus about findings
 - Delineate near and long-term portfolio strategy
 - Set new performance goals
 - Craft portfolio positioning statements for internal and external audiences
 - Craft portfolio marketing messages for internal and external audiences

The SZF Process

- Each module generates qualitative and quantitative data that drive team discussion and evidence-based decision making.
- The modules employ a variety of sophisticated techniques to develop and analyze primary research data unique to your company and its product portfolio

The SZF Process

- **Primary Research Techniques**
 - Qualitative probing and laddering
 - Rankings, ratings and constant sums
 - Means, standard deviations and indices
 - Gap analysis
 - Factor analysis
 - Cluster analysis
 - Perceptual mapping
 - Regression modeling
 - Conjoint analysis
 - Constant sum decision trees
 - DCF-ROI analysis (Discounted Cash Flow – Return on Investment)

Tool Kit Summary

- **Ten fully integrated research modules designed to support the construction and management of your product portfolio for long-term profitability and maximum return on investment.**
- **A four stage, step-by-step portfolio review process using team workshops and pre-workshop research tasks.**
- **Qualitative and quantitative primary research data that drive team discussion and evidence-based decision making**

To Learn More about our
Portfolio Analysis Tool Kit[®]
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