

New and necessary in life sciences

IBM Institute for Business Value

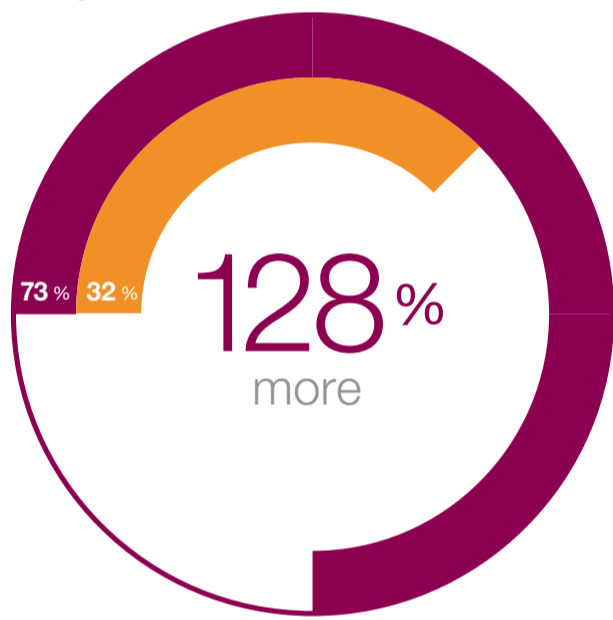


Six distinct innovation strategies differentiate the life sciences leaders of today



View innovation as a portfolio

73% of surveyed outperformers used a portfolio approach to innovation, versus just 32 percent of underperformers.

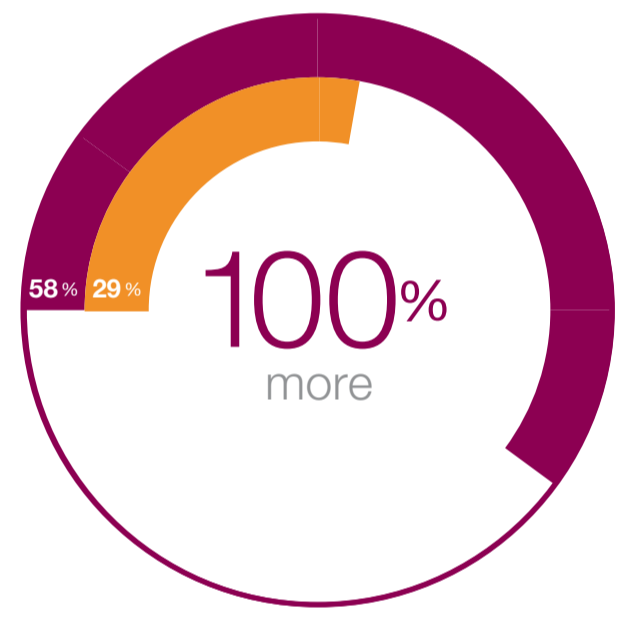


■ Outperformers ■ Underperformers



Quickly cull unsuccessful innovation

100% more of life sciences outperformers were prepared to rapidly cull projects that did not meet or exceed expectations, or fit with the innovation portfolio.

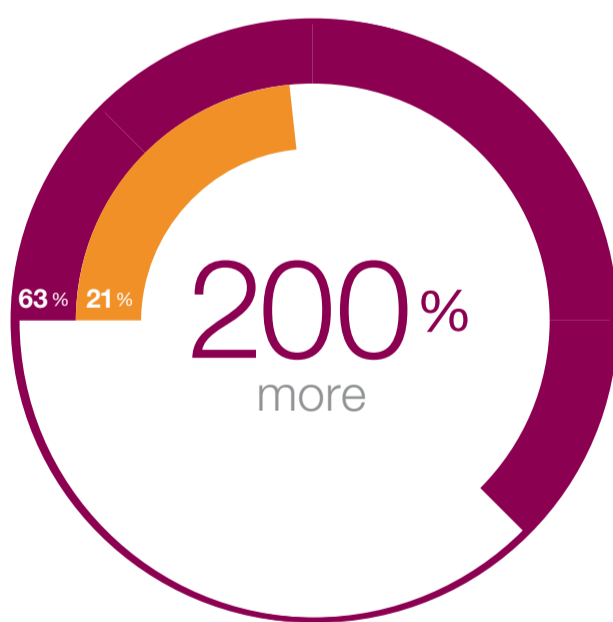


■ Outperformers ■ Underperformers



Embrace open, multiple sources of innovation

63% told us that open innovation plays an important role in the innovation process.

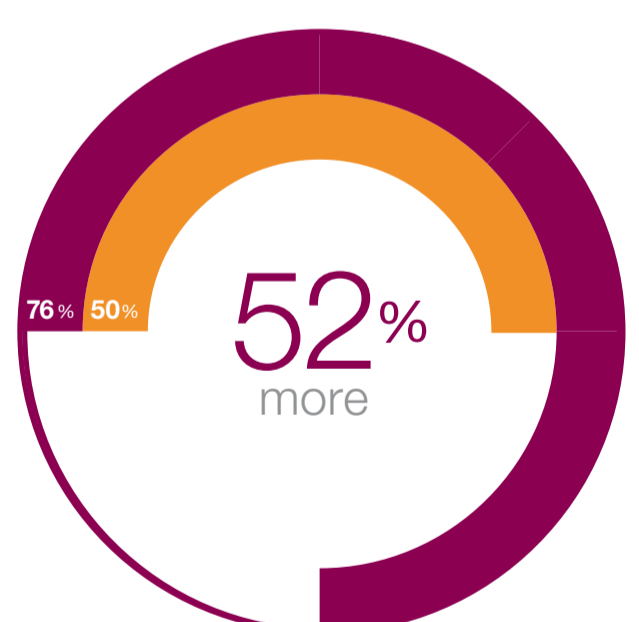


■ Outperformers ■ Underperformers



Emulate leaders in emerging markets

76% of outperformers crossed boundaries, and explored new and emerging markets for opportunities and innovation.

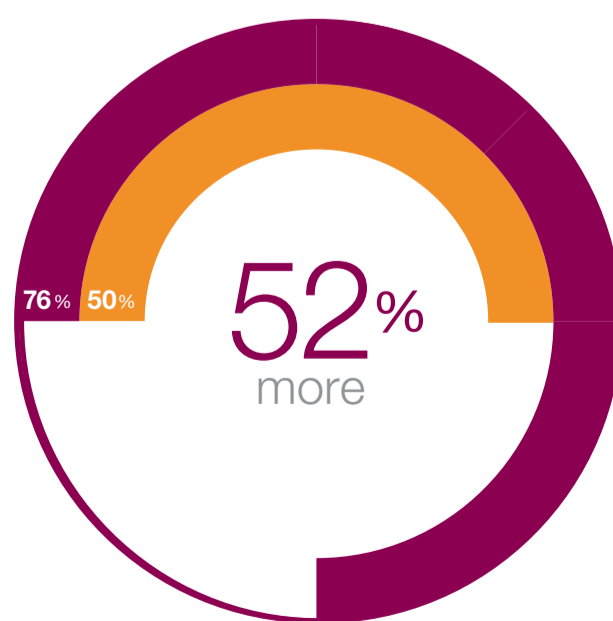


■ Outperformers ■ Underperformers



Meet patient expectations

52% more of life sciences outperformers than underperformers said "meeting patient expectations" was a top goal of innovation.

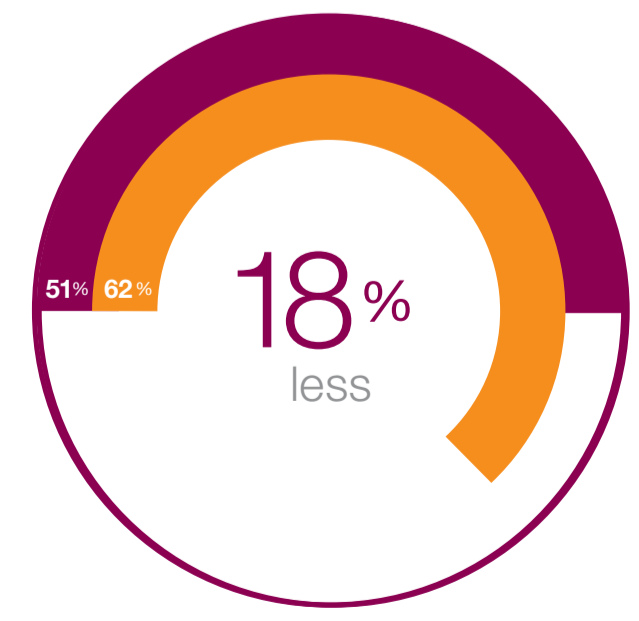


■ Outperformers ■ Underperformers



Diversify growth initiatives

18% fewer outperformers relied solely on innovation projects to drive short-term revenue growth.



■ Outperformers ■ Underperformers

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