

datura

Datura Enterprise Portfolio Solution

www.daturasystems.com



Increasing Certainty to Maximise Reward

Delivering Integrity and Confidence to Decision-Making Capability.

Datura Enterprise Portfolio solutions use proven, innovative methods to manage risk and uncertainty in project investment and product sales.

Backed by 10 years of experience, we've helped Global 10 Pharma companies and other leading organisations manage complex investment portfolios successfully.

“(Datura has) an ability to deliver simple to very sophisticated perspectives on the investment decision both at project and portfolio level.”

[Zeger De Grave, Deputy Dean, London Business School](#)

How Can We Help?

Proven Solutions.

Datura addresses the challenges of portfolio management, analysis and product forecasting with proven solutions. Our innovative methods enable insightful management of underlying assumptions for confident decision-making.

Portfolio Team

“What About Analysis?”

Collect, Collate, Organise, Audit, Report – if only you could squeeze “Analyse” into that sequence. But somehow there’s never the time for it amidst the ever-changing perspectives and scenarios you need to provide.

COO & CFO

“I Need To Be Certain.”

Whenever you see reported business projections you can’t help wondering how accurate they are. Something about them does not feel right, but you can’t pin down what it is. Will you know before it’s too late? Is there anything you can do about it?

Development Forecasting

“Frustration Is The Only Certainty.”

Each business unit seems to employ a different methodology, resulting in a lack of consistency across the organisation. But your sensitivity analysis will be compromised without consistency, so how do you figure out what the underlying assumptions are?



Confident Decision Making

Support for the COO & CFO

Everyone who has ever made an important investment decision has experienced uncertainty.

Are you confident about the data and analysis? Do you have an effective perspective on the potential value of an investment in the context of the entire portfolio? Can you estimate accurately the associated certainty of delivering that value.

Datura helps your team provide unprecedented accuracy in value estimation and clear perspectives on the certainty of delivering future value. Increasing your confidence in making critical decisions.

MEASURE

Risk & Uncertainty

DELIVER

Certainty and Confidence

An increased level of confidence in the investment decision relies on your perspective on exactly where and by how much the future potential of the business is exposed.



Insightful Analysis

Helping the Portfolio Team

Your input is critical. Your senior management will act upon the analysis you provide.

You cannot allow commercial urgency to undermine the quality of the data upon which your reputation will be built.

Datura will help you gain more time for insightful analysis by:

- integrating with your systems and automating as much data collation as possible;
- keeping spreadsheets simple, as individual programs or project options;
- doing away with decision trees, but not the methodology behind them;
- reflecting every change at any level immediately, everywhere in the portfolio;
- building a system that generates standard reports easily while allowing for ad hoc flexibility;
- preserving a perspective on risk and uncertainty at all times.

No More Decision Trees

No longer do you need cumbersome and error prone decision trees to model the value of risked, phased investment options within your programs.

“Datura have provided an excellent service over 5 years, supporting and developing the systems that drive the investment management of our 200+ portfolio of global product development projects.”
[Pius Renner, Head of Global Strategic & Resource Planning, Novartis Pharmaceuticals AG](#)

Managing Assumptions

Refining Development Sales Forecasting

Put doubts about underlying assumptions and forecast variations behind you. Datura captures data from your existing systems, so your Business Group maintains forecast ownership while benefiting from data integrity and efficient recall.

- All original sales forecasting detail is captured.
- Duplication is avoided and multiple external sources are scrutinised.
- Single data entry by forecast owner eliminates secondary templates.
- Analysts can populate existing forecasts with historical and current data.

Sales forecasting teams can access immediate portfolio perspectives on projected sales assumptions (Patients, Rx, SKU, value), risked or unrisked. The database can also be used to cross-reference between indications, and to build accurate event-based and cannibalised forecasts.



Keep The Building Blocks

All assumptions are held in a central repository, including:

- Historic sales
- Analogues
- EPI data
- Events
- Pricing
- Cannibalisation

Any present or historic forecast can be regenerated at the press of a button, modified and saved.

Datura's unique perspectives on uncertainty can be extended to sales forecasts. Seamless integration with the Investment Portfolio database is inherent.



Integrating the I.T. Platform

Pulling It All Together.

Applications scale easily from a stand-alone user to hundreds of networked users sharing a common platform and database. We work with your business groups and internal IT structure to implement a true cross-functional platform.

We respect the nuances unique to your business to provide a customised

solution that's just right for you today. And through progressive maintenance and support contracts, we ensure your processes and systems grow as your organisation grows.

We offer a wide range of partial or total solutions depending on your needs. Flexible pricing models include sale, internal or external lease.

Over \$5 billion in R&D investment capital is managed by Datura systems. Datura systems link companies and their subsidiaries in USA, UK, Canada, Switzerland and Japan.

ENHANCE Forecasting Integrity

MANAGE Risk and Uncertainty

DELIVER Future Value



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