

The optimal and prioritized portfolio of European countries, established businesses, strategic core franchises and an anticipated stream of new products is determined.

The Background: A global healthcare leader has a significant and well-established pharmaceutical business in the major European countries, and has developed local organizations and relatively large businesses in the emerging “new Europe” countries. The history, growth rates and stages of development across all of the client’s core therapy areas and the dynamic regulatory environment across Europe makes for an extremely complex portfolio of businesses. The corporation is anticipating a number of new products to be available for launch in the upcoming five-year period.

The Challenge: Other than local management executing and managing against locally developed plans, the European chairman needed a transparent process to comprehend all of the constituent businesses and their projections, and to develop a total European perspective on the optimal portfolio of countries, current and new businesses.

Introduction to the Approach: The Atlantis Group analyzed all available historic data and customized their proprietary dynamic portfolio management process. Workshops with European top management participants identified the critical questions to be answered and used The Atlantis Group’s proven process to surface the criteria which when applied to the businesses would help discriminate and therefore highlight priorities and optimal portfolio decisions.

The use of very focused workshops and templates to be completed at a local level, helped to minimize individual local management time required. [Contact The Atlantis Group to learn more about our methodology.](#)

The Result? For the first time ever, the client had a comprehensive, interactive and all-inclusive perspective of their total European portfolio of businesses. An early win was realized when agreement was reached on the criteria for decision making. The interactive capability enabled management to roll up, slice, mix and match any combination of the portfolio of countries, franchises, current and new businesses.

The ultimate benefit has been the ability to identify the optimal mix of countries, strategic core businesses and new businesses to prioritize in order to deliver maximum sales revenue, and/or maximum growth rate, and/or maximum profit within identified constraints of budget, and/or strategic businesses, and/or identified countries.

Once proven, this customized capability was transferred to the client and has since proven to be an invaluable tool for European management, franchise management and local management to house relevant historic data (company and market), analyze “what if’s”, forecast and track actual performance thereafter.

The transparency and interactivity continue to bring focus to the management debate.



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