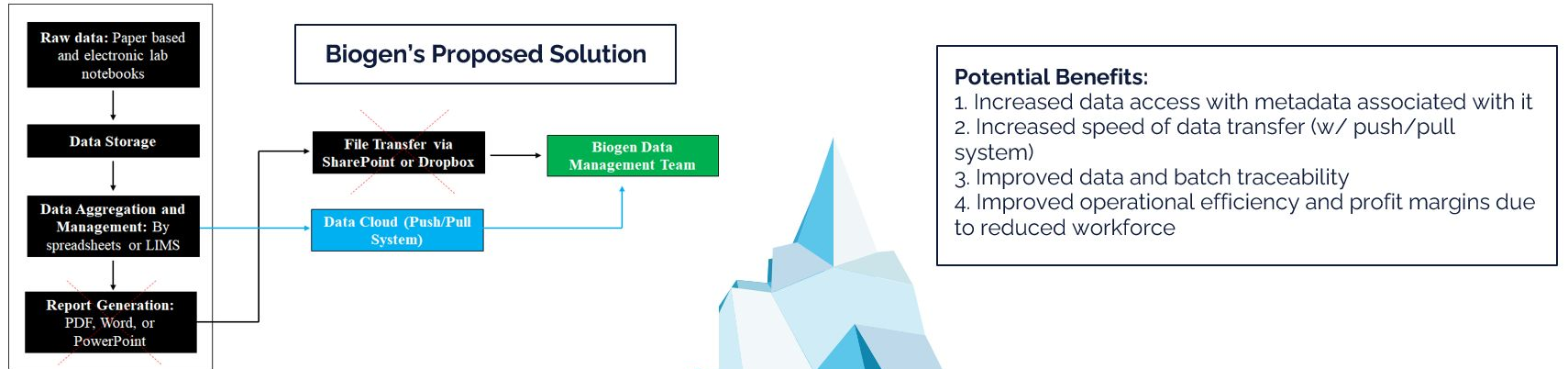# Biogen D - Digitized Data Integration between CxOs and Biogen

Project Question - How can we incentivize Biogen's CxO partners to adopt an eData sharing platform?

Team: Fiona Zhang, Jimmy Teng, Deoye Tonade, Lynn Cho

Biogen's Proposed Solution

- Raw data: Paper based and electronic lab notebooks
- Data Storage
- Data Aggregation and Management: By spreadsheets or LIMS
- Report Generation: PDF, Word, or PowerPoint
- File Transfer via SharePoint or Dropbox
- Data Cloud (Push/Pull System)
- Biogen Data Management Team

Potential Benefits:
1. Increased data access with metadata associated with it
2. Increased speed of data transfer (w/ push/pull system)
3. Improved data and batch traceability
4. Improved operational efficiency and profit margins due to reduced workforce

Current Challenges:
1. Biogen cannot efficiently aggregate results from CxOs to inform critical decisions: Inefficient data collection from CxOs
2. Limited data or batch traceability from CMOs resulting in waste and financial losses when mistakes are caught too late in the process

Our deliverables:
1. Recommend changes to the vendor selection model with an eData sharing capability criteria
2. Designed stakeholder survey to glean necessary information in both pre- & post- launch stage
3. Proposed scenario analysis on top of survey, considering high, medium, and low co-investments