

Novo Nordisk uses InnovationCast to manage its innovation portfolio and support its global digital strategy



INDUSTRY

Pharmaceuticals

WEBSITE

novonordisk.com

SCOPE

Innovation Portfolio Management

Background

Novo Nordisk is a renowned global healthcare company specializing in providing and discovering effective treatments for people living with diabetes and other chronic diseases.

The global company produces 50 per cent of the world's insulin supply and has produced 60 million insulin pens since its founding in 1923. The treatments provided by the company have helped 34 million diabetes patients and many others suffering from chronic diseases.

Novo Nordisk is committed to innovation as a core value of its business. It is a pioneer in innovative scientific discoveries, expanding access to its medications and working to prevent and, where possible, cure the diseases it treats.

The company, whose headquarters are in Copenhagen, Denmark, employs over 50,000 people in 80 offices worldwide and commercializes its products in 170 countries.





The challenge

Novo Nordisk's Business Innovation Garage, their digital transformation team, is tasked with accelerating digital adoption & technology disruption by identifying and driving growth opportunities created by emerging technology.

They received approval from the company board to implement an ambitious new **Digital Strategy to accomplish three goals:**



OPTIMISE the value chain, accelerating the discovery of effective treatment for patients and looking into how data, automation and robotics can enhance Novo Nordisk's processes.



AUGMENT outcomes for patients using the treatments and tools that incorporate drugs, diagnostics, devices, digital and data.



EXPLORE digital to create value for patients. Partner with start-ups and institutions to invest in and scale in the area of holistic care.

The digital strategy was meant to encompass the entire company, across different regions worldwide, and thousands of employees. The challenge was to find a way to manage it and measure its progress on a global scale.

With this in mind, the team needed to deliver a platform that would make it easier for the various teams to track, measure and report on innovation projects' statuses, as well as improve the accuracy of its reports and create more transparency across regions.



Justin Lacko

Digital Transformation Consultant at Novo Nordisk, *product owner of the Spark platform*



It's often a challenge to navigate digital innovation across a large company like Novo Nordisk - but I would say that InnovationCast is a platform that we have definitely brought to scale, and it's going to continue to scale.

Solution

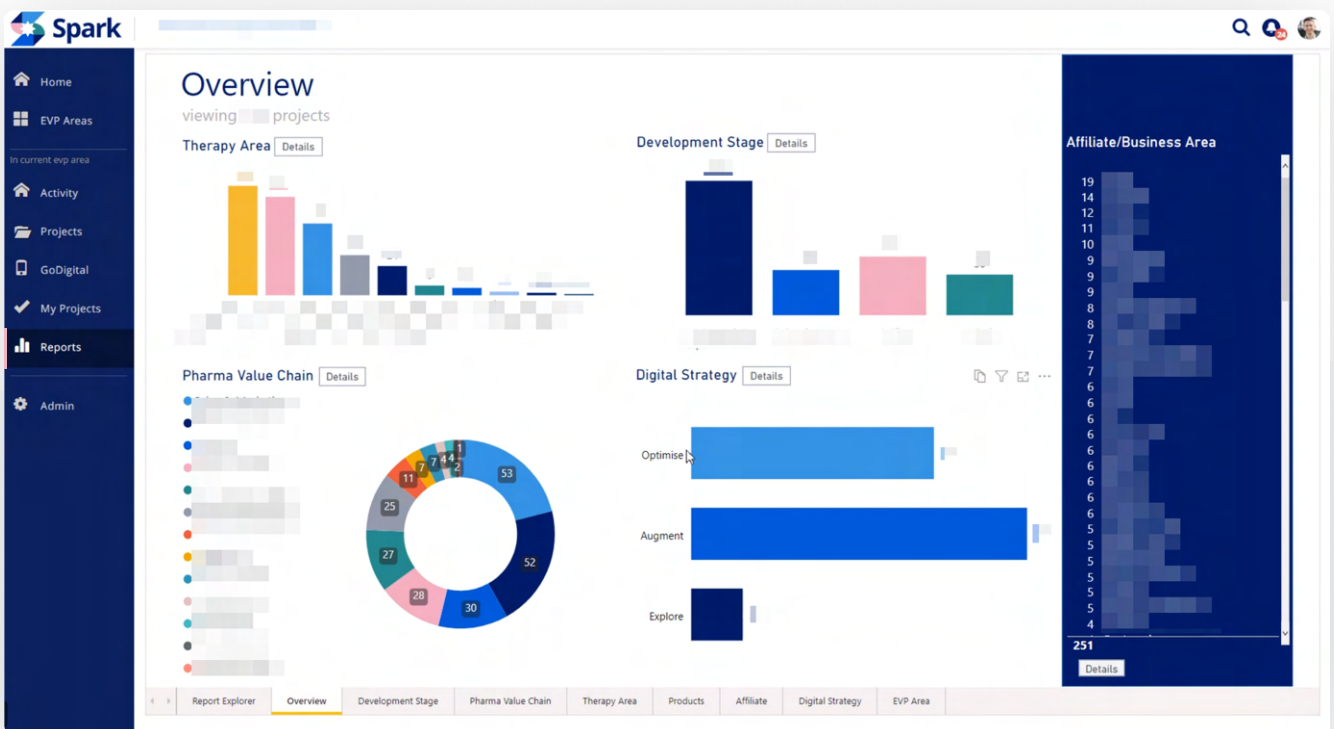
Novo Nordisk partnered with InnovationCast to launch a global innovation portfolio management platform called **Spark**.

Spark is an easy-to-use platform available to anyone in the company. Through it, employees can track their innovation projects and access information regarding all aspects of the company's innovation portfolio.

In addition, Novo Nordisk leveraged InnovationCast's Power BI connector to create

dashboards that take all the data and display it in a useful way to portfolio managers. Browsing projects by therapy area, status, and more, allows managers to make better data-driven decisions.

The platform has also facilitated employee collaboration as users' profiles and job titles are made available automatically through InnovationCast's Single Sign-On (SSO) integration. Employees can now connect based on their interests in various projects.



Example of Power BI integration with InnovationCast, allowing Novo Nordisk employees to track their innovation projects and managers to access information on the company's global innovation portfolio.



Impact

Novo Nordisk saw Spark gain hundreds of managers as users, with more joining daily. Today, Spark allows the management of hundreds of innovation projects which affect many pharma value-chain areas.

The platform's most significant impact is that it brings much-needed transparency and shared awareness about ongoing innovation projects to a large part of the business.

Teams in different geographies now engage with each other to learn and adopt innovations they find in Spark globally.

Through Spark, Novo Nordisk now obtains more accurate and easily accessible data reporting from each innovation project.

Hundreds

innovation projects managed.

10+

pharma value chain areas affected.



Improved decision-making with more accurate portfolio reporting.



Provided more **transparency and shared-awareness** about innovation and transformation projects on a global scale.



Allowed for cross-pollination of innovation initiatives in different regions



Justin Lacko

Product Owner of the Spark platform at Novo Nordisk



While working with the InnovationCast team, I found that they were always available, ready, and always responded. I would rank InnovationCast with a very high rating in customer support.

From our first interactions, they were prepared, with use cases ready and were able to show us things very clearly. That stood out, and that's something that's continued throughout this partnership.



Lessons learned / Takeaways

Digital Transformation Consultant **Justin Lacko** is the product owner of Spark, Novo Nordisk's branded version of the InnovationCast platform. He played a crucial role in Spark's success, working with the InnovationCast team to grow the initiative, learn from it, and evolve it.

Here's a summary of valuable practical lessons Justin shared with us about his experience with the platform:



Leave time to discover

At the beginning, we don't always know what we want or need. It's very much based on intuition and research. We have to figure many things out as we go. It's important to manage your expectations and leave time to *discover*, to be surprised, and to adapt..

Balance complexity, simplicity, and flexibility

A lot needs to be done right to make innovation work. Innovation processes can be *complex*, but people's roles must be kept *simple*. And we must be *flexible* enough to change the process along the way.

Don't compete for attention, empower

Companies can't just innovate using employees' spare time. The innovation management software the company chose needed to be *empowering*. That empowerment comes from making employees' lives easier, creating a place where they can make a difference and allowing them to see the impact they make for themselves and the company.

Get in touch if you'd like to discuss how
we could work with you too!

Request a demo

