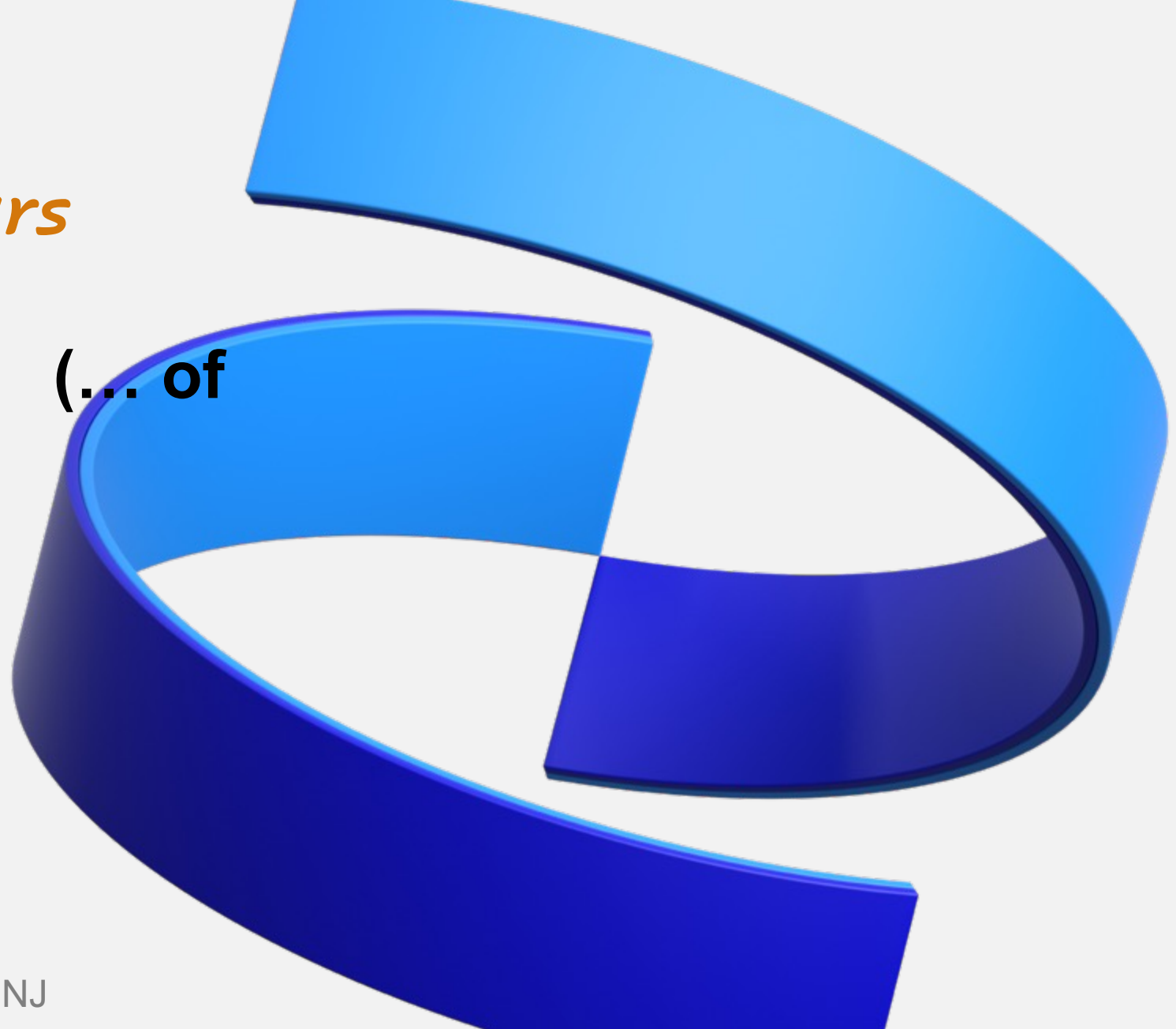




The True *Rock Stars* of Digital Transformation A&R) (... of



PHUSE SDE 2023 – BMS/Summit, NJ
Christopher Colangelo – Pfizer

What would the world be like without music?

What would *your* life be without music?

What is your favorite genre of music?

- Rock
- Disco
- Adult contemporary
- Classical
- Jazz



Chris' favs

So, who are the true “rock stars” when it comes to **Classical** & **Jazz** music?



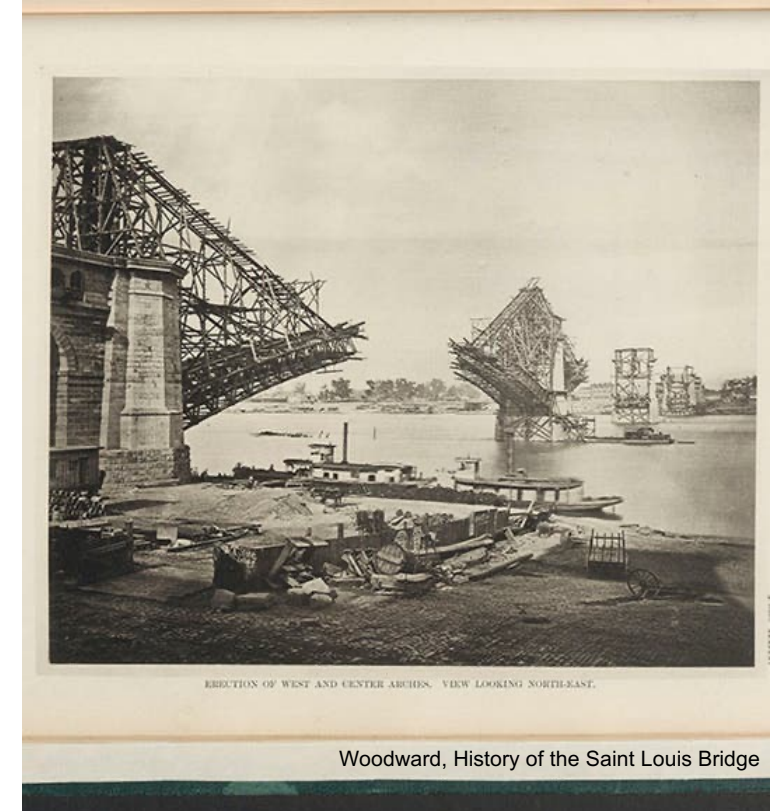
What are classical & jazz according to dirtydogjazz.com?

Classical music is almost always written with **fixed compositions**, while
Jazz favors ... individual **interpretation**

Classical → performers interpret the composition & **conform to it when performing**

Jazz → performers interpret the composition & **improvise it when performing**

Bridging
Composers
to the continued evolution of
Statistical Data Science



Pan-industry *operating models* resemble *Jazz* music

Historic fails for tech innovators centered on belief that pan-industry operations would conform to a single product a la *Classical* music

Operational models > technology solutions in biopharma development



“An approximate answer to the **right question**
is **WORTH FAR MORE** than a **precise answer** to the wrong one.”

Common **Business Objectives** in Development:

1. Increase efficiency of (integrated) process(es)
2. Decrease development costs
3. Reduce cycle-backs
4. Enhance inspection readiness & responsiveness
5. Accelerate getting products to patients

What is the **right question**
to meet those business objectives *and* introduce novel capabilities:

How do we ensure interoperable business, operational, quality models
... that maximize effectiveness among collaborators & regulators ...
as we adopt novel capabilities in biopharma?

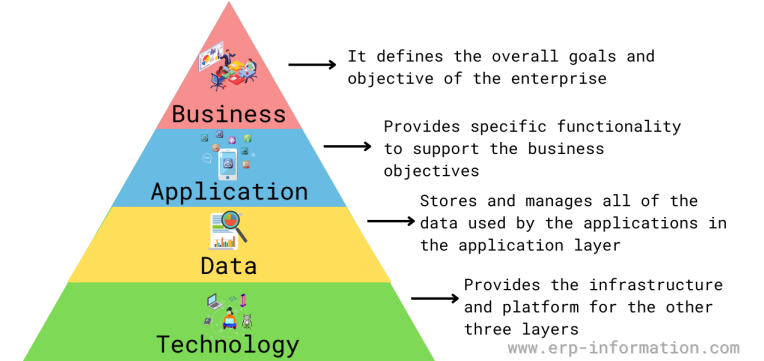
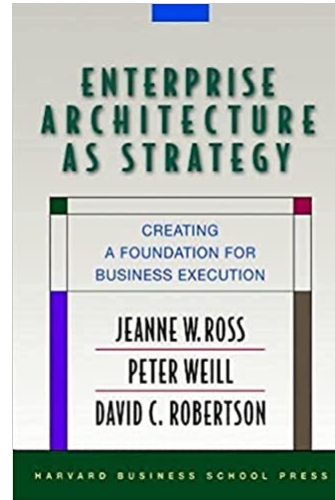
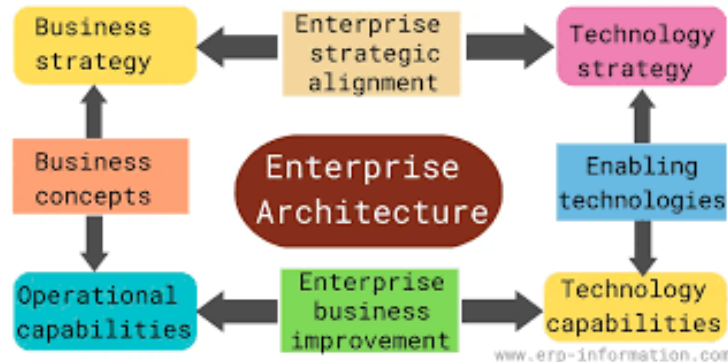


https://www.brainyquote.com/quotes/john_tukey_205208

Enterprise Architecture

... what enterprise architecture is for – creating a foundation for the execution of the Business Strategy.

(To realize value expectations) ... your Enterprise Architecture may matter more than your strategy itself ...

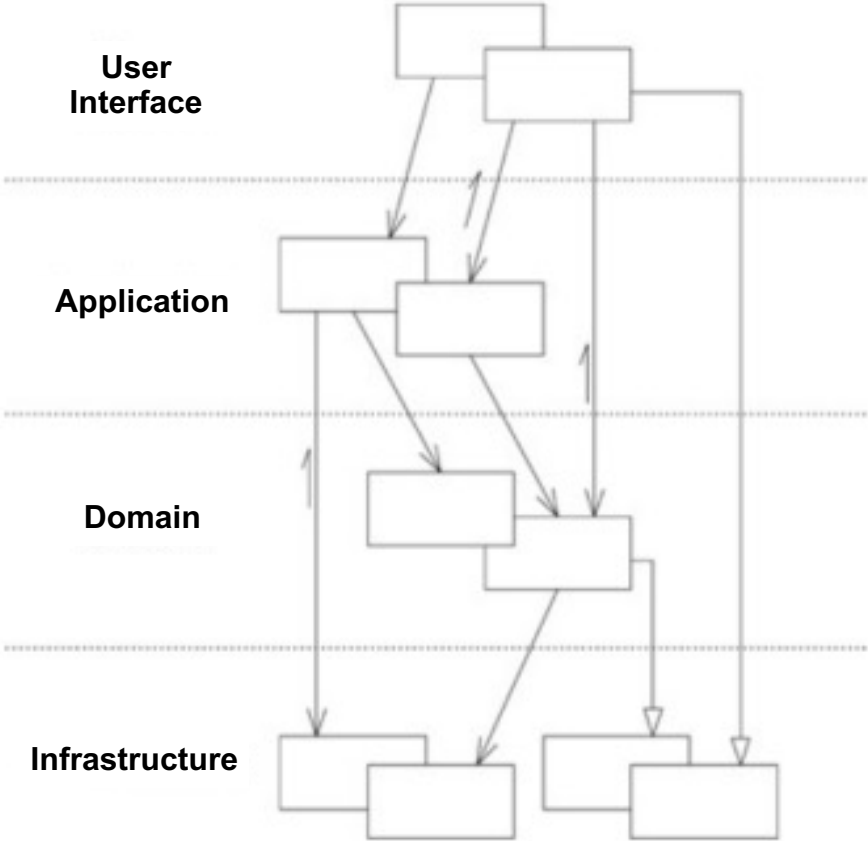
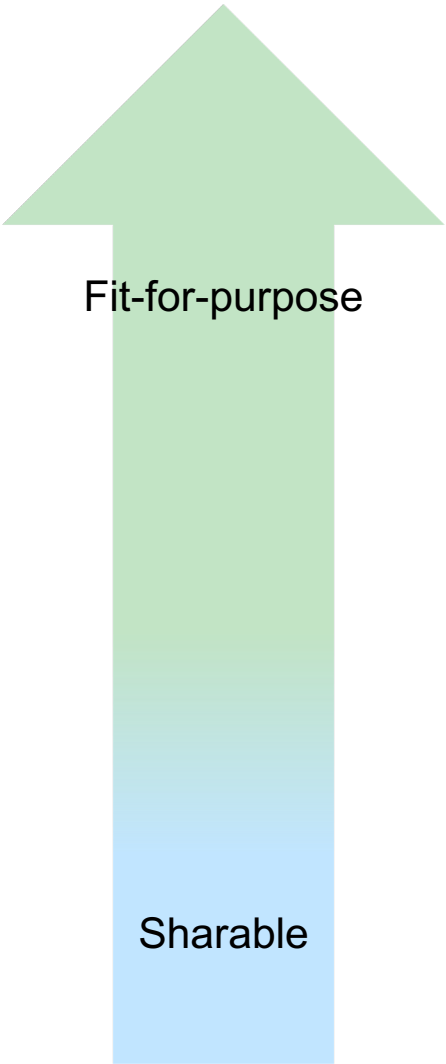


... effective companies focus on enterprise architecture and don't jump straight into IT architecture.

Enterprise Architecture is not the same discipline as IT Architecture.

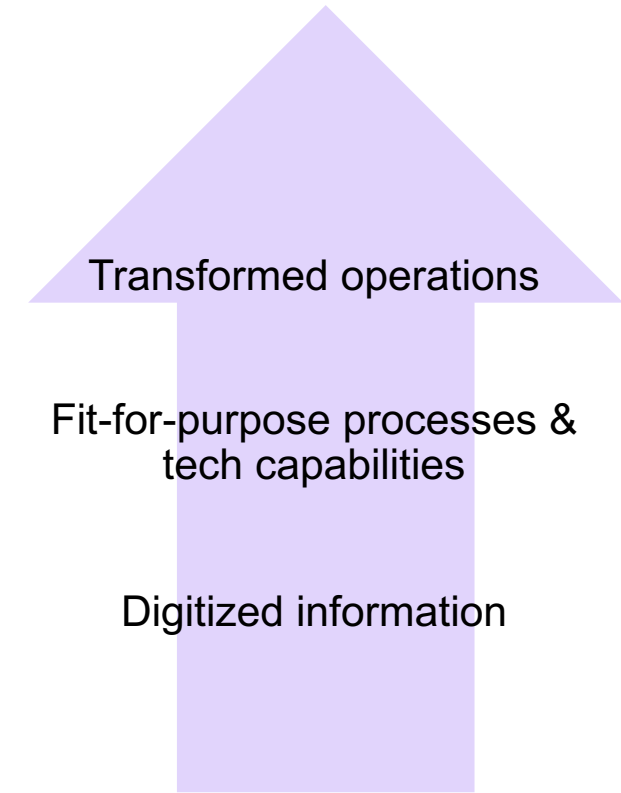
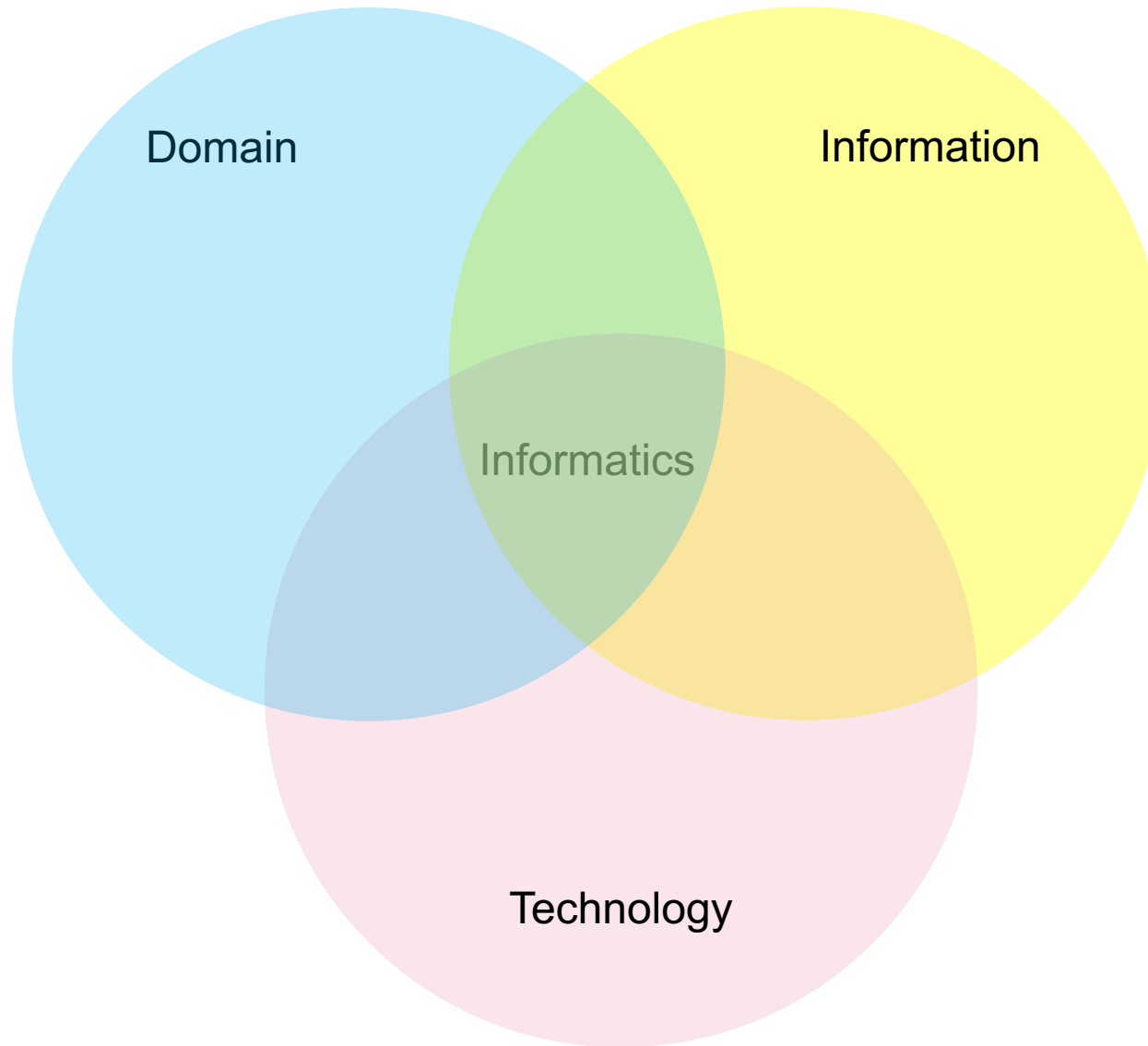


Fit-for-Purpose Solutions



[Domain Driven Design \(ducmanhphan.github.io\)](https://github.com/ducmanhphan)

Apply Informatics to Aid Digital Transformation



Refrain ...





Thank you!
**I'm happy to answer
any questions ...**

For further information on this presentation or regarding **SIGMA**, please contact:

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