

Case Study: Bayer AG

Global access to a virtual office for pharmaceutical multi-national

Client Overview

Bayer AG is a health care and chemicals group numbering some 350 individual companies and represented in virtually every country in the world. Bayer engineers groundbreaking solutions from researching active substances, through combating hitherto incurable diseases, to finding plastics that make cars safer and more comfortable.



Scenario and Challenges

Bayer started the process of producing and implementing a new design for its drug safety operations worldwide. However, a physical location for the project office was not the answer. With the project running simultaneously in Japan, California, Connecticut, France, Germany and the UK, more flexibility was vital.

Solution

control was used as the core tool to redefine the parameters of the project office and to take it into cyberspace. Putting a Virtual Project Office (VPO) on the web made it instantly accessible to all project team members and Bayer executives, irrespective of their physical locations and local times zones. control made the VPO possible.

Results

- VPO encouraged true collaborative working practices
- Used as central repository for plans and project documents
- Allows all project documentation to be understood even by the infrequent user
- Compatible with existing software and electronically stored documentation

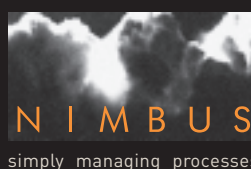
Future

Although a VPO doesn't completely replace the need for face-to-face contact between team members and the project manager, it saves time, it saves much of the expense of travel and it increases efficiency. It provides a central repository for managing information, with the latest versions always readily available, and provides a powerful collaborative working and communications environment on which to build for the future.



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