

27e Integrating R&D Data within and across Functions

Ari Purcell

Accenture's High Performance Business Study in the Chemicals industry has identified Insight to Action and a High Performing R&D organization as critical elements supporting sustained shareholder value. However, the information technology and data integration which are critical to enabling speed and efficiency within R&D have gone largely unaddressed in today's world. We are now seeing and working with companies as they turn their focus to data integration within R&D to drive cycle time improvement, and between R&D and other functions (e.g., marketing, manufacturing) to ensure commercial success of their technology development efforts.

During this session, we will describe some of our recent work with clients to:

- Apply advanced capabilities such as Informatics to speed the research process by giving scientists quick and powerful access to the full history and lifecycle of the company's experimentation.
- Integrate technical and market information and data to ensure that commercialization efforts are successful and achieve expected return
- Integrate R&D and manufacturing data to ensure successful deployment of new technologies and to allow for better and faster resolution to plant issues.