STRATEGIC PORTFOLIO MODELING

Helps you make smarter decisions

The Strategic Portfolio Modeling (SPM) platform simulates the long-term behavior of a pipeline-based portfolio of assets, enabling portfolio management experts to:

- Assess and compare sophisticated, high-level portfolio strategies

- Optimally position a portfolio to meet both short and long-term strategic & financial goals

MAKE INFORMED BUSINESS DECISIONS

- Natural and fast way to transform strategy descriptions coming from high levels of the organization into rules that can be used in a simulation

- High degree of flexibility to customize the pipeline:

    - Stages of the pipeline model that capture advancement criteria and resource constraints
    - Deal-making strategies that reflect both in-licensing and out-licensing options
    - Performance metrics used for decision-making

- Optimize your overall portfolio strategy over time to best satisfy the organization's goals and constraints

- Real-time results that answer a wide variety of questions relevant to portfolio decision-makers

- High level of reuse from one analysis to the next enables ability to answer a wide variety of questions with limited effort

ICOSYSTEM

SPM BENEFITS

The main strength of the platform is its high degree of flexibility in customizing the pipeline model and defining strategies and performance metrics, while still capturing and allowing reuse of key concepts of general pipeline-based portfolios. By giving the analyst a high degree of control over the level of detail and the logic of the model, as well as reusable "model-building blocks", the platform provides a natural and fast way to answer a wide variety of questions pertaining to strategic portfolio management. The platform is differentiated both from models built using completely generic simulation environments, which require a lot of time to set up, and from highly targeted, specific purpose models, which have reduced reusability.

Additionally, SPM includes an optimization capability that assists the analyst with finding well-performing strategies by automating the search using heuristic techniques. The strategy areas currently supported include resource allocation and asset generation. Using asset generation, an analyst can directly model portfolio composition strategies or evaluate simple versions of deal making and development paradigm strategies.

HOW SPM WORKS

The simulation is based on a high fidelity, bottom-up stochastic model. The model captures the low-level indirect interactions between assets in the portfolio pipeline in the presence of constrained resources. The high-level behavior of the overall portfolio emerges from the iteration of these interactions. To provide a long-term assessment, the model incorporates both existing asset data and information about future generations of assets.

SPM INFORMS DECISION-MAKING

The SPM platform generates results that include financial and productivity metrics:
- Cost
- Revenue
- Net present value
- Resource utilization

Using SPM, analysts can test alternative portfolio strategies including, but not limited to:
- Development paradigms
- Portfolio composition
- Resource allocation
- Deal making (in-/out-sourcing).

Analysts can define and test strategies for how to manage the current state of the portfolio or any portfolio state that may be encountered over a period of interest.