



Six technology features reflect how PLM technology is aligned to the industry

Today, PLM solutions have been slow in adoption by the pharmaceutical industry primarily because implementation takes anywhere between six months and two years, indicating that current PLM products sold to pharmaceutical and biotechnology companies require tremendous amount of customization and configuration before they can be used within that type of environment. As Figure 2 shows, Datamonitor believes that PLM technology for the pharmaceutical industry will be widely adopted once vendors are able to offer configurable packages rather than customized PLM projects or horizontal packaged solutions that may lack the necessary applications needed for the industry. As PLM software migrates towards greater maturity to offer effective applications for pharmaceutical and biotechnology companies, Datamonitor believes that PLM software must meet six key features that align to the industry's pain points, as outlined next.

Scalability places SOA at the center of a PLM solution

An important feature of a PLM solution targeting the pharmaceutical industry is its ability to scale. The global nature of the majority of today's pharmaceutical companies necessitates the ability of an IT solution to scale up. Offering a PLM solution that is built on a service orientated architecture (SOA) enables the organization to not only benefit from keeping its existing systems in place, but also be flexible enough to add or subtract applications as needed. Datamonitor research shows that SOA adoption is dominated by large organizations that tend to have a greater need for integrating applications and services across their businesses. Large enterprises are also more often challenged with unforeseen and changing dynamics created by M&A activity, new partnerships, expansion, and new customer requirements. In regards to PLM, SOA architecture