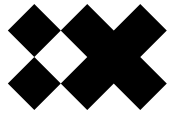


Commercial Excellence in Life Sciences.

More relevance. Less waste.

Faster impact.



Growth and cost pressure in Life Sciences will not be solved by more tools — but by a commercial model that finally works end-to-end.



“Growth and efficiency come from alignment, not stacking capabilities. Real commercial excellence happens when relevance and speed are built into the system.”

Samira Imsirovic-Kaya, CXO IBM iX

Why commercial value does not scale and what needs to change

Life Sciences commercial organisations are facing unprecedented pressure:

- Commercial teams must deliver more impact with fewer resources
- HCPs expect meaningful, personalised and timed engagement
- Transformation needs to move faster, with far less friction and unnecessary effort

But many organisations still operate with:

- Fragmented engagement models
- Disconnected tools, data and processes
- Slow, manual delivery cycles
- Operating models that were not built for today's pace

**The result is not just inefficiency.
It is lost commercial value.**

It is the missing connection between strategy, processes, operating models and execution.

What Life Sciences companies need is not another standalone AI use case or CRM project. They need a Commercial Excellence strategy that aligns customer journeys, value, platforms and delivery end-to-end.

IBM iX brings this to life with strategy consulting, deep Salesforce Life Sciences expertise and our AI-powered Delivery Suite — reducing effort, removing friction and accelerating impact.

IBM iX turns commercial excellence strategy into measurable business value by improving HCP relevance, reducing delivery effort and accelerating time to impact.

IBM iX

How we solve the commercial excellence challenge.

1 — The business challenge

Commercial performance in Life Sciences suffers when engagement is generic, systems are disconnected and delivery is slow. Teams spend too much time on manual work, approvals and rework — not on creating impact.

The consequence: higher cost, slower execution and value leaking across the commercial model.

2 — What leaders need

Life Sciences S leaders need more than new dashboards or tool features.

They need:

- A connected commercial excellence strategy
- Clear value cases linked to customer journeys
- Smarter decisions on platforms, data and processes
- Faster, lower-effort delivery

In short: Not “more features” — but more relevance, more speed, less friction.

3 — How IBM iX Delivers

IBM iX combines Commercial Excellence consulting with Salesforce Life Sciences Cloud and accelerated implementation.

We help clients:

- Define the commercial value case and strategic priorities
- Redesign journeys, content flows and engagement logic
- Align processes and operating models
- Implement Salesforce with best-practice blueprints
- Accelerate delivery with AI-supported tooling and structured execution

This turns strategy into measurable outcomes faster — with less waste.

4 — Start with:

Half day Assessment Workshop

free, subject to availability

5 day strategy sprint
9,900 – 19,900 EUR

What changes when Commercial Excellence works end-to-end

We at IBM iX do not separate strategy from execution. We deliver both — with speed.

Up to 32.5% faster delivery

by design with IBM Delivery Suite

30–50% productivity gains

with AI-powered assistants and assets
(IBM, Institute for business Value, 2025)

Commercial Excellence Strategy Consulting:

- Value case definition
- Journey and engagement model redesign
- Operating model and process alignment

Salesforce Life Sciences Cloud Expertise

- CRM transformations tailored to LS
- Best-practice configurations and accelerators
- Integration of medical, commercial and service journeys

IBM Delivery Suite for Salesforce

- AI-supported delivery accelerators
- Reusable components and templates
- Automated testing, deployment and documentation
- Enables faster, lower-effort implementation

Get in touch



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