Delivering Digital Transformation: Establishing a POD Operating Model

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Overview

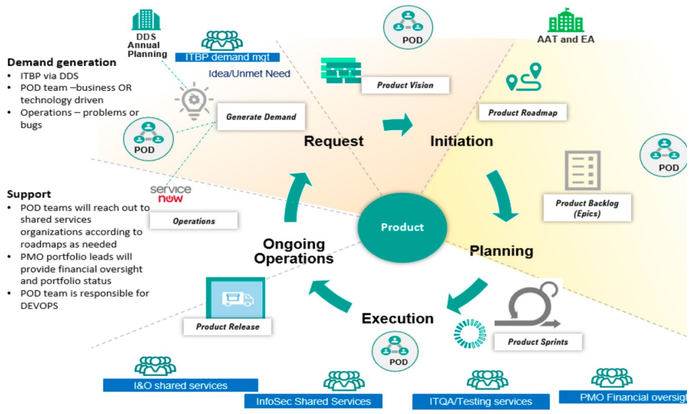
Genmab is revamping product development with Product-Oriented Delivery (POD) to enhance efficiency and focus on innovative medicines. This model targets well-defined digital products and streamlines project execution.

We are building a POD playbook and AI assistant to provide employees with information and personalized answers, accelerating decision-making and knowledge retention. User feedback helps refine the AI platform for better usability, accuracy, and scalability.

Product Oriented Delivery (POD) approach

- Introduce the Product-Oriented Delivery (POD) method to Genmab as a strategic framework to optimize development teams for continuous value delivery. This approach emphasizes agility, rapid market entry, and adaptability, aiming to maintain knowledge continuity and enhance domain expertise through targeted product roadmaps.

- Adopting POD boosts Genmab's capabilities in developing and managing products that surpass customer expectations, positioning the company to navigate the evolving healthcare and technology sectors effectively and maintain a competitive edge in innovation and responsiveness.

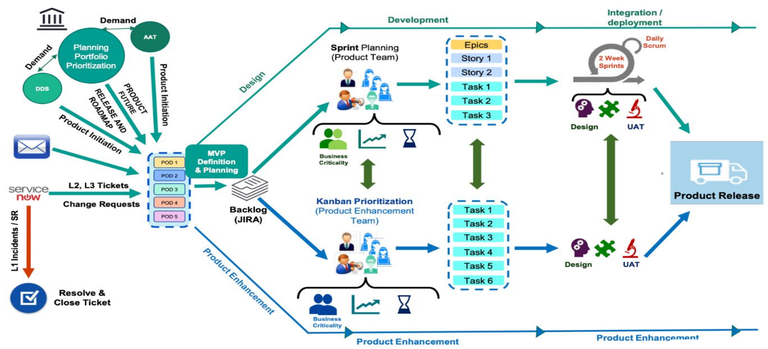


Product Management

- Product managers guide a product from concept to launch. They prioritize business goals and customer needs. They focus on the bigger picture, including customer satisfaction and long-term success.

- Agile development breaks product development into sprints, delivering working versions to customers for feedback and continuous improvement.

Product Life Cycle -Process Model



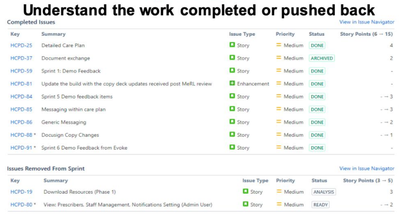
Key Agile Performance Measures and Reports

- Velocity = Number of points per iteration. It determines the production speed of a POD. The objective is to stabilize velocity over time as a reliable productivity measure.

- Predictability = Defined as the ratio between the points delivered at the end of the Sprint and the points committed during Sprint Planning. The goal is to make reliable estimations and commitments.

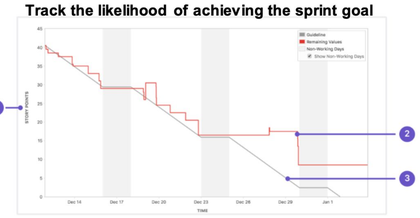
Sprint Report

Understand the work completed or pushed back



Burndown Chart

Track the likelihood of achieving the sprint goal



1. Points, 2. Remaining values, 3. Guidelines

AI Assistant

The AI Assistant uses advanced natural language processing to adapt to Genmab's needs. It processes queries quickly, fostering rapid adaptation and responsiveness. Integrated into the POD framework, it streamlines product development, aiding Genmab in delivering cutting-edge healthcare solutions efficiently.

Delivery-custom ChatGPT

- Streamlined Information Access: The GPT AI Assistant optimizes information retrieval, allowing employees to quickly access precise data. This accelerates workflows and supports informed decision-making.

- Continuous Availability: The AI Assistant provides 24/7 access to essential information and support, regardless of location or time zone.

- Feedback-Driven Improvements: User feedback drives ongoing enhancements, improving usability, accuracy, and scalability.

- Future Enhancements: Integrate more systems and data, and develop predictive analytics to improve efficiency and decision-making.

Future Work, References, and Acknowledgments

- Expand Data Integration
- Refine Learning Algorithms

[1] M. Cohn, "Succeeding with Agile: Software Development Using Scrum," Addison-Wesley Professional, 2009.
[2] A. Martini and J. Bosch, "Towards Agile Product Development: A Multivocal Literature Review," International Journal of Agile Systems and Management, 2016.

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