

From static to dynamic:

Employing a rolling portfolio approach to ensure priority alignment in digital transformation

Digital transformation is a priority across industries, also in highly regulated sectors like pharmaceuticals, where technology and data are advancing research and clinical development.

To keep pace, companies must shift from static, annual portfolio management to a more agile, rolling approach that enables continuous alignment with strategic objectives and priorities.

WHY A ROLLING PORTFOLIO

➤ Align strategic objectives

Continuously align with the ever-evolving business needs, ensuring that digital solutions meet strategic needs at all times

➤ Optimize resource utilization

Allocate resources, skills and capabilities to where they add most value, revisiting and re-evaluating decisions for digital initiatives as new information becomes available

➤ Foster & enable innovation

Drive digital innovation, creating a safe environment fostering experimentation and proofs of concept before business adoption

HOW TO MANAGE A ROLLING PORTFOLIO

Baseline planning

Periodic review



Defining the base:
governance, criteria,
schedules...and
more

Stakeholder
checkpoints

Portfolio mgmt.
tools combining
portfolio with
resource mgmt.



Rolling portfolio management will ensure alignment with strategic business goals while offering the flexibility to adapt to evolving business needs and navigate emerging digital technologies.



Ready to update your approach to digital portfolio management?

Let's discuss how we can help you drive agility in portfolio management

Contact us directly on LinkedIn or via email.



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