

# Outsourcing Practice

## Clinical Research Case Study



### CASE STUDY



#### Client

An IT Consulting firm's customer wanted to takeover an India based Clinical Research Organization (CRO).

#### Challenge

End customer wanted a fact and science based assessment and advise to help them take a Buy vs Setup vs Outsourcing decision.

#### Solution

Vyomus Consulting (Vyomus) was engaged to provide an understanding of the Clinical Research market in India, the various business models in existence, vendor / market segment based on the kind of services provided, a business case based decision matrix, and an assessment tool to help their customer take a decision.

The following approach was executed :

- Vyomus helped the customer understand the Indian Clinical Research Market based on the vast experience and knowledge of its resources and helped the customer create a checklist to help him decide what he aspires before going in for a Buy, Setup or a Outsourcing decision
- Vyomus created scenario based business cases to help the customer take a business case based decision on the business model he would like to follow in India
- Vyomus created an assessment model to help the customer identify and short list the kind of CRO's they would like to buy or partner with.

#### Results

Vyomus Consulting helped the customer attain a fact based understanding of the Indian CRO market and helped them make a buy vs setup vs outsource business decision. Vyomus also helped them formalize the business model in-line with their business objectives.



Dr. Omprakash  
+917338130164;  
om@vyomusconsulting.com

[www.vyomusconsulting.com](http://www.vyomusconsulting.com)

**Science Based Business Consulting**  
for Development of Therapeutics,  
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