

# Protect patient service with constrained planning and smart allocation

## +30–50%

reduction in lost sales and penalties  
when a formal allocation model  
is applied during supply constraints.

In life science, shortages happen: scarce raw materials, long QA/QC cycles, market-specific nodes, tenders, and strict shelf life.

Constrained planning provides a clear, fair way to prioritise demand when supply can't meet all needs – protecting patients and value.



## Prioritise what matters most

- Medical need first, where therapies are sole or life-critical options.
- Strategic markets next to sustain growth and profitability.
- Consider portfolio effects to prevent knock-on shortages across products.

## Make trade-offs transparent

- End-to-end visibility across suppliers, plants, CMOs, distributors, and wholesalers.
- Scenario comparisons for tenders, NPI ramps, and capacity swaps – showing impact on service, cost, penalties, and sustainability by market.

## Decide at the right time

- Define decision horizons so choices are made early enough to be executable.
- Set exception rules for constrained periods (e.g., temporary lot-size changes, adjusted safety stocks) to free capacity without compromising quality.

## Governance that speeds action

- Clear ownership: commercial leads prioritisation; supply and QA confirm feasibility; finance validates value impact.
- Structured forums linked to S&OP/S&OE ensure decisions flow into weekly executable plans and batch releases.