



**JAMES ROSS  
CONSULTING**

## Expanding Bristol-MyersSquibb's packaging development team to balance NPD projects and internal technical resource

A Bristol-Myers Squibb UK based site operated a large number of packaging lines, covering a range of pack types and filling technologies. The site had a Packaging Development function. However, this was increasingly focused on NPD activities, rather than performance improvement or strategic projects. Projects covered a range of activities, focused on overall performance improvement and analysis to support capital spending plans. Specifically, this covered the following: Bar Coding Analysis: Equipment and data management processes for development and application of coding and data on print and apply labels to meet future business needs.

### Business Challenge

James Ross Consulting were asked to assess actual equipment and process capabilities for existing equipment and to compare these with identified and potential requirements from the supply chain / market. BMS also wished to develop and launch a range of Professional Haircare products, using custom

bottles, for sale across Europe. Timescales for the project were tight (originally assuming that stock containers would be used). Existing resource could not cope with the project. Consequently, James Ross Consulting were asked to manage the packaging development aspects of this work.

### How JRC Helped

From this assessment detailed proposals and costs were put together covering recommended changes to on line equipment and software. In addition embedded JRC technical support was deployed to manage the launch of the new product range.

### Value Delivered

James Ross Consulting provided temporary resource, based on-site with the Project Manager being tasked, on a weekly basis by the Packaging team within the clients department. This element ran concurrent with the NPD project and lasted for a total of 4 months.

### About Bristol-MyersSquibb

Pharmaceutical giant Bristol-Myers Squibb (BMS) makes big bucks on matters of the heart. The company's blockbuster cardiovascular line-up includes heart disease drug Plavix, as well as Pravachol (which lowers cholesterol) and Avapro (for hypertension). BMS also makes antipsychotic medication Abilify and drugs in a number of other therapeutic categories, particularly oncology, virology (including HIV), and autoimmune disease.

### About James Ross Consulting

James Ross Consulting is a mid sized global manufacturing consulting, technical support and analytical services company, with offices established in the UK, USA and Australia. Their three competence groups, Cost Optimization, Technical Support and Analytical Services, develop a full spectrum of services and solutions that address business opportunities and challenges common across industries. See also [www.jrconsulting.com](http://www.jrconsulting.com).

Cost Optimization, Technical Support and Analytical Services