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WEBINAR RECAP · R&D DIGITALIZATION

Digitalization & AI-enablement in R&D

Panel discussion with digitalization leaders from Pfizer, AbbVie, Bristol Myers Squibb and Revvity Signals

OVERVIEW

This panel discussion brought together digitalization leaders from top pharmaceutical companies to explore actionable strategies for R&D digitalization and AI enablement.

Panelists shared real-world experiences, lessons learned, and practical guidance for organizations at every stage of their digital journey.

> **AUDIENCE SNAPSHOT: WHERE ARE ORGANIZATIONS TODAY?**
>
> A live poll revealed that most attendees already have **some automated workflows in place**, while a significant portion are still in evaluation or early strategy phases — confirming that digitalization maturity varies widely across the industry.

PANELISTS

Bo Du
Pfizer

Jordan Stobaugh
AbbVie

Brian Claus
Bristol Myers Squibb

David Gosalvez
Revvity Signals

ON DEMAND

Watch the webinar

Hear the full panel discussion and audience polls

Watch now →

MEET THE PANEL

Digitalization leaders from across the industry

BD

Bo Du
System Architect, WRD
Pfizer

JS

Jordan Stobaugh
Director, Scientific Architecture—CMC, Development Sciences Data & Digital Strategy
AbbVie

BC

Brian Claus
Scientific Senior Director, Cheminformatics
Bristol Myers Squibb

DG

David Gosalvez
Chief Strategy Officer
Revvity Signals

Moderated by **Sanji Bhal**, Director, Marketing Communications, Revvity Signals

KEY THEMES & INSIGHTS

What's driving digitalization?

Pfizer — SINCE 2017

Began its digital journey in 2017 with the **Scientific Data Cloud**, evolving from MapR to a full AWS-based architecture and integrating ACD/Labs [now Revvity Signals] workflows.

AbbVie — SINCE 2020

Launched a formal **Development Sciences Digital Transformation Program in 2020**, driven by the need for cross-functional data sharing across CMC development.

Bristol Myers Squibb — 3-PART

Pursuing a **three-part transformation** — culture, process, and data landscape — with the goal of making every scientist an **AI-augmented co-scientist**.

Revvity Signals — ~2015

Observed a major inflection point around **2015 with SaaS adoption**, and sees AI and agentic intelligence as the next transformational wave.

OBSTACLES

The biggest obstacles to digitalization

A second audience poll revealed a near-even split across four key challenges:

- **Data silos & integration complexity**
- **Legacy systems**
- **Scientist adoption & change management**
- **Lack of clear prioritization or strategy**

NOTE

No single obstacle dominated — organizations face a combination of these challenges simultaneously.

DATA READINESS

The foundation of AI

Panelists agreed that **data quality and structure** are prerequisites for AI success. Key principles highlighted:

01 **FAIR Data** *(Findable, Accessible, Interoperable, Reusable)* — Bo Du emphasized standardizing schemas, naming conventions, and metadata from the start.

02 **Metadata is as valuable as the data itself** — Context, provenance, and lineage are critical for both human and machine consumption.

03 **Design data collection with the end user in mind** — Plan backwards from how data will be used, not just how it will be captured.

04 **Governance and ownership** must be established at every step of the data pipeline.

05 **New AI technologies are lowering the barrier** to breaking down data silos — systems can now gather and reformat data across multiple sources dynamically.

TIP

David Gosalvez noted a shift from *data silos* to *application silos* — as agentic AI proliferates, organizations must prepare for fragmentation across AI tools and applications.

USE CASE SELECTION

Choosing what to digitalize

Jordan Stobaugh outlined a multi-factor framework for selecting use cases:

Program and data readiness

Is the foundation in place to support the use case?

Leadership alignment

Strong sponsorship accelerates change management.

Impact potential

Measured not just in cost savings, but in **opportunity cost** and decision-making speed.

Scalability

Prioritize use cases that build toward a long-term, integrated digital organization.

IMPORTANT

Avoid “boiling the ocean.” Focus on high-value, achievable use cases and expand iteratively.

APPROACH

The case for iterative development

All panelists strongly endorsed an **iterative, fail-fast approach**:

- Start with **minimum viable products (MVPs)** — capture the minimum data needed, then expand.
- **Expose solutions early** to real users — issues invisible to small teams become obvious at scale.
- **Failure is acceptable** — three small experiments where one gains momentum outperforms one large, over-engineered project.
- Brian Claus noted BMS is in its **second major iteration** of its data ecosystem in just 3–5 years — and that’s by design.

TIP

Bo Du highlighted a key cultural difference: tech companies embrace rapid iteration, while pharma companies tend toward caution. Bridging that mindset gap is essential for AI-era success.

SUMMARY

Top takeaways

1. **Start now, iterate fast**
   Waiting for the perfect solution means the technology will have moved on before you launch.
2. **Metadata is non-negotiable**
   Capture context at the point of data creation; you cannot recover it later.
3. **AI readiness starts with data readiness**
   Structure your data for both human and machine consumption.
4. **Leadership alignment unlocks change management**
   Use cases supported by leadership have a significantly higher success rate.
5. **Agentic AI is the next frontier**
   Organizations should begin preparing for a world of distributed, task-specific AI applications.

NEXT STEPS

Ready to make your data AI-ready?

For more information about Revvity Signals digitalization solutions, visit revvitysignals.com.

Contact us → Request a demo Watch the webinar Explore more resources

Unleash that big, beautiful science.

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