Genmab is revamping product development with Product-Oriented Delivery (POD) to enhance efficiency and focus on innovative medicines. This model targets well-defined digital products and streamlines project execution.

We are building a POD playbook and AI assistant to provide employees with information and personalized answers, accelerating decision-making and knowledge retention. User feedback helps refine the AI platform for better usability, accuracy, and scalability.

**Product Oriented Delivery (POD) approach**

- Introduce the Product-Oriented Delivery (POD) method to Genmab as a strategic framework to optimize development teams for continuous value delivery. This approach emphasizes agility, rapid market entry, and adaptability, aiming to maintain knowledge continuity and enhance domain expertise through targeted product roadmaps.

- Adopting POD boosts Genmab’s capabilities in developing and managing products that surpass customer expectations, positioning the company to navigate the evolving healthcare and technology sectors effectively and maintain a competitive edge in innovation and responsiveness.

**Product Life Cycle -Process Model**

- **Velocity** = Number of points per iteration. It determines the production speed of a POD. The objective is to stabilize velocity over time as a reliable productivity measure.

- **Predictability** = Defined as the ratio between the points delivered at the end of the Sprint and the points committed during Sprint Planning. The goal is to make reliable estimations and commitments.

- **Future Enhancements**: Integrate more systems and data, and develop predictive analytics to improve efficiency and decision-making.

**Key Agile Performance Measures and Reports**

- **Velocity** = Number of points per iteration. It determines the production speed of a POD. The objective is to stabilize velocity over time as a reliable productivity measure.

- **Predictability** = Defined as the ratio between the points delivered at the end of the Sprint and the points committed during Sprint Planning. The goal is to make reliable estimations and commitments.

- **Future Enhancements**: Integrate more systems and data, and develop predictive analytics to improve efficiency and decision-making.

**AI Assistant**

The AI Assistant uses advanced natural language processing to adapt to Genmab’s needs. It processes queries quickly, fostering rapid adaptation and responsiveness. Integrated into the POD framework, it streamlines product development, aiding Genmab in delivering cutting-edge healthcare solutions efficiently.

- **Streamlined Information Access**: The AI Assistant optimizes information retrieval, allowing employees to quickly access precise data. This accelerates workflows and supports informed decision-making.

- **Continuous Availability**: The AI Assistant provides 24/7 access to essential information and support, regardless of location or time zone.

- **Feedback-Driven Improvements**: User feedback drives ongoing improvements, improving usability, accuracy, and scalability.

- **Future Enhancements**: Integrate more systems and data, and develop predictive analytics to improve efficiency and decision-making.

**References**
