

Session 5.1

Pfizer's Kneat Deployment Journey

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Pfizer's Kneat Global Deployment Journey

From Local Complexity to Global Scale

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Scaling Kneat Globally at Pfizer: Faster, Lower-Cost, and Repeatable

50% Faster Deployment

Parallel wave execution replaces site-by-site rollouts

45% Lower Deployment Cost

Streamlined process, standardized delivery

90% Training Improvement

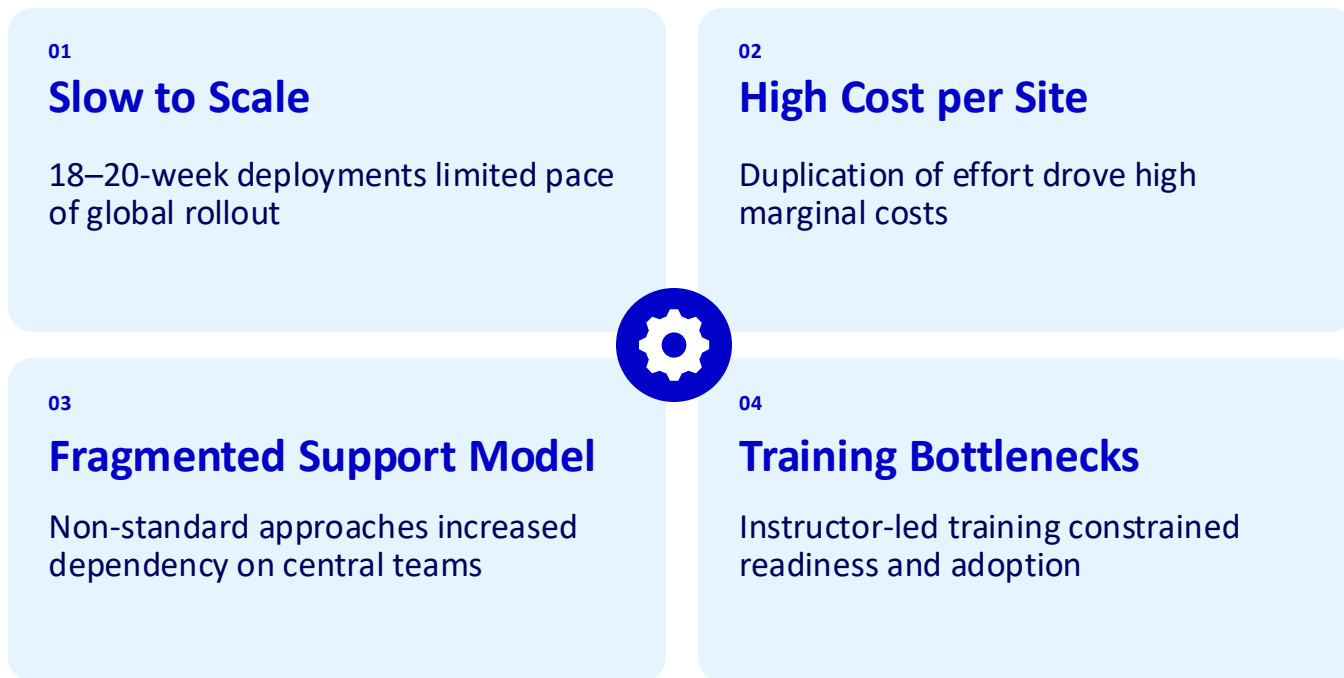
Self-service, scalable enablement model

Built to Scale Globally

Governed, repeatable operating model

A standardized global deployment model that accelerates site onboarding, reduces cost, and establishes a blueprint for future digital platforms.

As Kneat adoption expanded, the original deployment approach became slower, more expensive, and increasingly complex



What worked for individual sites did not work at a global scale

A site-by-site deployment model created duplication, cost, and capacity constraints as adoption expanded.

Resetting the Model to Enable Global Scale

Following the realization that site-by-site deployments could not scale globally, Pfizer convened a cross-functional alignment workshop to intentionally redesign how Kneat would be deployed, governed, and supported at scale.

Design Principles for Global Scale

1

Establish Clear Decision Ownership

The Global Process Owner was designated as the single decision maker, with defined escalation paths for unresolved or high-risk items.

2

Design for the Ideal Future State

Decisions were made based on what would scale globally, rather than optimizing for current local practices or constraints.

3

Move to a Global Discipline Model

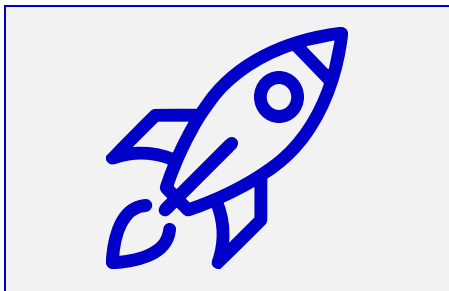
A single global discipline approach was selected to reduce complexity, enable reuse, and support consistent deployment across sites.

This workshop marked the start of Pfizer's transformation toward a deliberately designed global operating model

Transformation Pillars

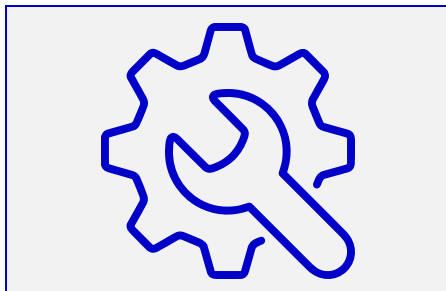
The global operating model was delivered through three integrated transformation pillars.

Deployment



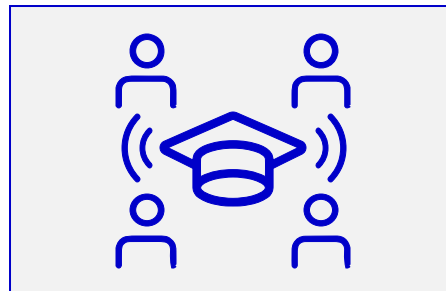
Repeatable, wave-based
rollout

Support Model



Clear ownership and
structured escalation

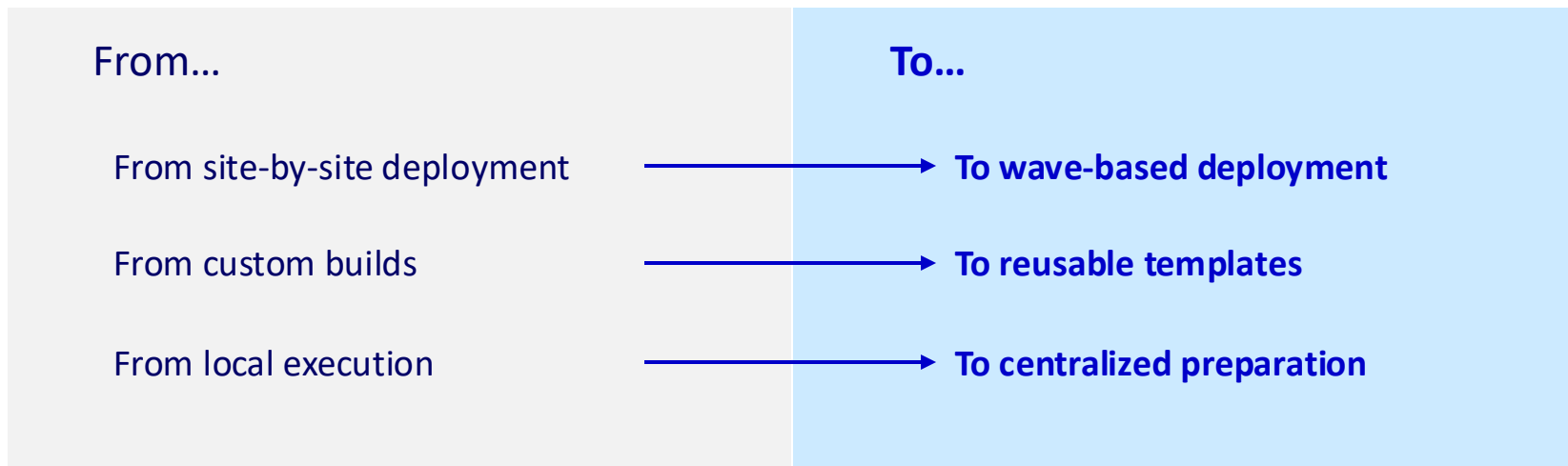
Training



Scalable, self-service
enablement

Deployment Transformation

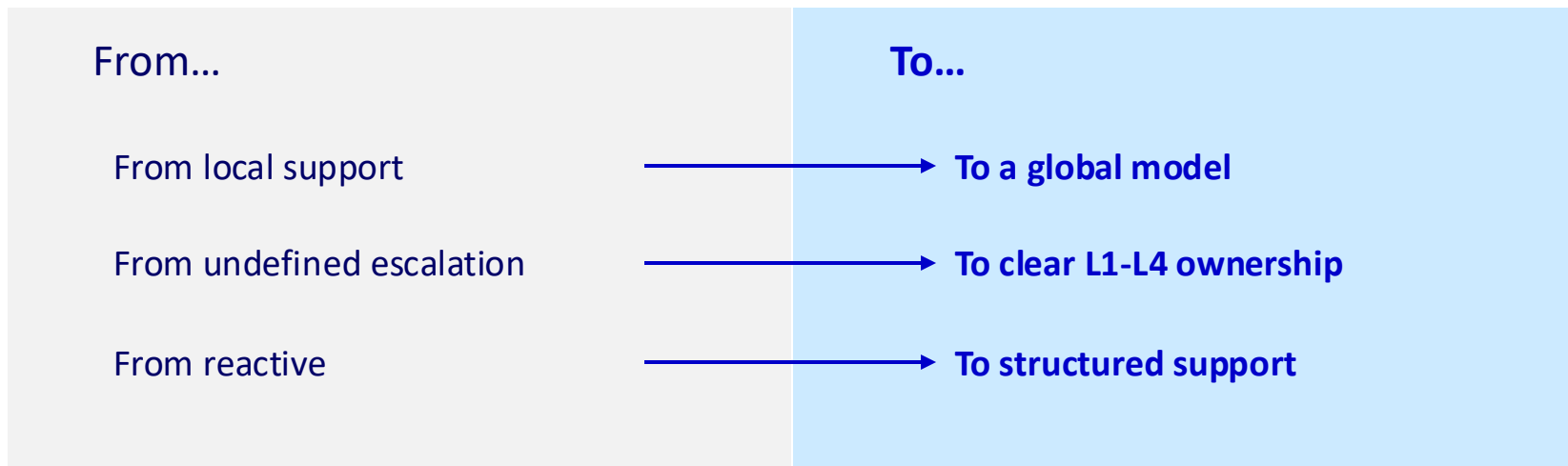
The first lever to unlock global scale



Deployment became repeatable, simplified, and scalable by design.

Support Model Transformation

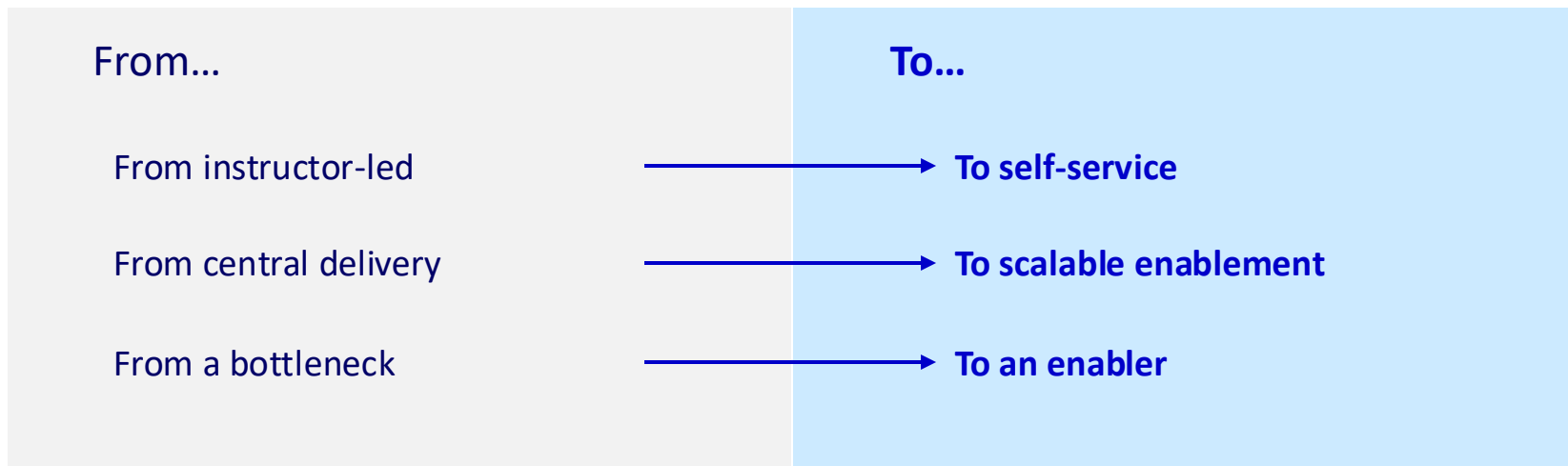
Evolving support to sustain a global operating model



The support model ensured scale could be sustained without increasing complexity.

Training Transformation

Evolving training to support a simplified, scalable deployment model



Training reinforced scale by making adoption faster, simpler, and repeatable.

What Changed for Sites

Less Setup Effort



Sites no longer build from scratch—reusable templates and centralized prep reduced upfront work

Clearer Roles & Expectations



Defined ownership and escalation simplified how sites engage and get support

Focus on Adoption



Standardized templates reduced site-specific variation

Impact

Speed

50%

Faster Deployments

Parallel wave execution
replaced sequential rollouts

Cost

45%

Lower Deployment Cost

Reduced duplication and
marginal effort per site

Adoption

90%

Improvement in Training
Reach & Readiness

Self-service enablement
scaled adoption globally

Together, these changes enabled faster onboarding, lower cost, and sustainable global scale.

“Coming together is a beginning, staying together is a process, and working together is a success.”

—Henry

Ford

“Great things in business are never done by one person; they’re done by a team of people.”

—Steve Jobs

Questions?



Thank You

