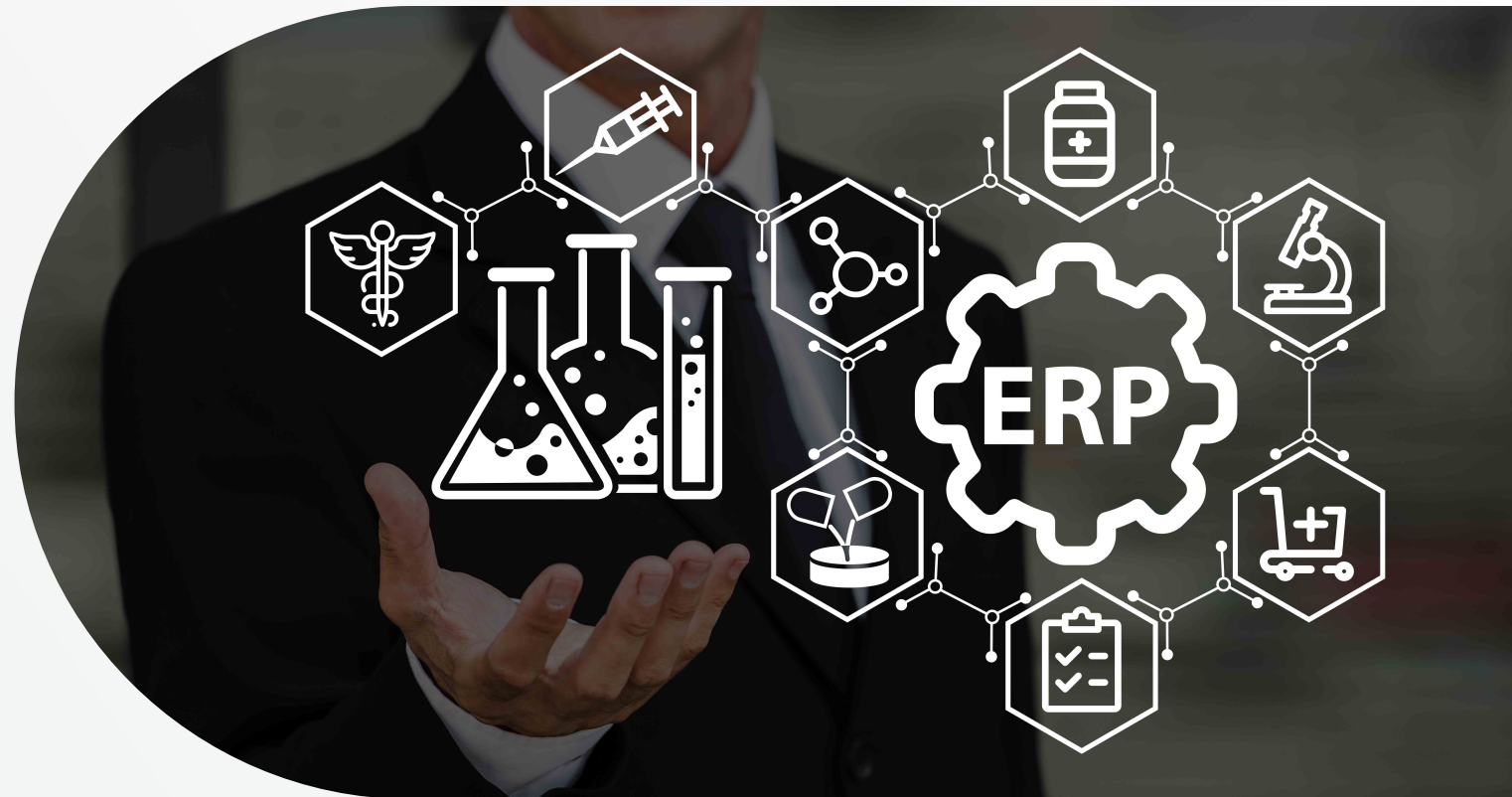


Case Study

Business Intelligence & Advanced Data Discovery

**Smarten Augmented Analytics OEM Partnership for
Pharma ERP Vendor in India**



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Smarten Augmented Analytics OEM Partnership for Pharma ERP Vendor in India

Partner

This Partner has been in business in India since 1988 and is a pioneer in Pharma software. The Partner has more than 1800 end users ranging from chemists to bulk drug manufacturers. The Partner develops ERP for the Pharmaceutical sector in India to enable management of functions like Sales, Purchase, Inventory, Production, Supply etc.

The Objective

The Partner has a rapidly growing business with new end users added every day. The Partner team was finding it difficult to provide interactive analytics from the data stored in the ERP system.

To remain competitive the Partner wished to engage in a partnership with an Original Equipment Manufacturer (OEM) to better support its end users with an expanded solution suite and services that would offer its end users interactive analytics to analyze and report on departments like Sales, Inventory, Purchase etc. To accomplish this transformation, the Partner needed to engage a collaborative analytics vendor to support its needs and provide meaningful augmented analytics tools that would be easy enough for all users and would provide integration and a one-stop dashboards, KPI and Reports to gather, compile and analyze data from its ERP solution. The Partner wished to create

a roadmap to assisted predictive analytics so its end users could easily forecast, plan and predict business results and requirements.

The Partner develops ERP for the Pharmaceutical sector in India to enable management of functions like Sales, Purchase, Inventory, Production, Supply etc.

Challenges

- Need for analytics within the confines of the ERP solution
- The existing ERP solution had built-in reporting, but reports were not interactive, so there was a continuous need for new reports from end users and this process was time consuming and expensive
- Partner end users used time-consuming, non-interactive, inaccurate Excel-based reports with unsecured data
- Inventory tracking reports were not currently available
- The Partner needed interactive Dashboards that would accommodate all its end users, no matter their technical skill set
- A need for sophisticated Analytics integrated with ERP to bring decision-making and performance to a new level
- Export and Publishing of reports

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- A dependable OEM partner that could provide a self-serve, intuitive augmented analytics solution that is scalable and will meet the needs of many different Partner end users.

To overcome these challenges, the Partner wanted a powerful, browser-based analytical solution built on industry-standard to support fact-based decision-making and to answer time-critical questions.

The Solution

The Smarten team developed and presented Proof Of Concept to the Partner to demonstrate the features and functionality that would address all functional and technical needs. The PoC deployment was then analyzed and verified by the Partner technical and management teams. After an extensive and rigorous evaluation, the Partner chose Smarten as its analytics partner and entered into an OEM partnership so that it could leverage the benefits of the Smarten solution and use it to expand its product and service offerings to its end users.

The Partner team used Smarten ready-to-use templates built on their ERP data, and modified these with minimal support from the Smarten team. The Smarten team worked with the Partner to identify effective KPIs to be implemented within the ERP solution. The Partner team developed objects to support modules like Sales, Inventory, Purchase etc.

The newly created partnership and the Smarten augmented analytics solution provided support to:

- Create standard template of datasets, dashboards, KPIs and reports for end users of the Partner
- Create a process to quickly and effectively roll-out the Smarten solution to Partner end users and optimize budget and time constraints
- Provide training to empower the Partner team to modify templates and add new dashboards, reports, KPIs and to support end user end users in completing these tasks

The OEM strategic partnership allowed the Partner to:

- Create a competitive advantage by providing ready-to-use analytics
- Mitigate and address its end user needs for new reports
- Save time and cost by offering end users self-serve analytics
- Provide end users with a path to assisted predictive modeling for planning and forecasting
- Democratize data and solution use and provide valuable insight from the Partner ERP data using natural language processing (NLP) Clickless analytics
- Provide a commercial advantage with unique OEM licensing, no investment and no risk
- Generate additional revenue with minimal investment and time

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Technology and Platform

Server : Partner cloud server or end user on-premises server
O.S. : Windows
Applications : Partner proprietary ERP for Pharma
Backend (Database) : Staging – Oracle

Key analytical objects implemented in the first phase of deployment include:

Sales Management

- Sales Overview Dashboard
- Monthly Sales Growth in percentage
- Yearly Sales Trend
- Sales Contribution
 - By Branch
 - By Product

Stock Management

- Sales vs Stock Reports
- Daily Stock Movement
- Sales vs Stock Comparison
- Multi-Company and Multi-Location Inventory Report

Purchase Management

- Purchase Order Qty vs Actual Purchase Qty
- Rate Comparison of Products by Vendor

The Purchase Management base template was developed for Partner ERP solution to enable end users with off-the-shelf, ready to use templates that do not require implementation or development efforts. In addition, numerous, meaningful and easy-to-understand datasets were provided, so the Partner or its end users can develop new reports, KPIs and dashboards on their own.

Smarten features and functionality addressed critical functional areas like Sales, Purchase, Inventory and helped the Partner to derive interactive analytics from the data stored within its proprietary ERP solution, thereby providing crucial, value-added products and services to its end users.

The Smarten Team Role

The Smarten team developed Proof of Concept to demonstrate how Smarten would satisfactorily address functional and technical needs.

The Smarten team provided support for the Partner team as it modified/enhanced Smarten templates and created datasets dashboards, and reports.

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The Smarten team provided support for the Partner as it established and implemented Key Performance Indicators (KPIs).

Smarten provided extensive support for onsite and offsite requirements throughout the project implementation.

Provide training for Partner to support its end users if and as they choose to modify or create dashboards, reports etc.

- Installation and Connectivity with ERP solution
- Assessment of Partner data structure
- Design and development of meta data structure, datasets and cubes
- Work with Partners team to create default analytics template for ERP data
- User Acceptance Testing (UAT)
- Go live support
- Analytics and best practices sessions for users
- Technical training
- Administration training
- Business analyst training
- End user training
- Ongoing level 2 support for their end user end users
- Ongoing support and training to partners technical team for modifying and enhancing Smarten analytics objects for their end users

Conclusion

Partner required augmented analytics and reporting capability integrated with its ERP solution and wished to engage in an OEM partnership to provide the foundation for these new products and service offerings for its end users. Partner wished to provide easy-to-use dashboards for use by all of its end users using the Partner ERP solution. Smarten provided a comprehensive set of reporting and analytics tools, e.g., sales performance analytics, out-of-stock situations analysis, stock management, purchase management - all as interactive self-serve reports, including dashboards, KPIs, Graphical Analysis and more.

Key Benefits and Deliverables:

- Seamless connectivity and integration with proprietary ERP solution
- Sales Dashboard for Sales, Revenue and performance of various locations and products
- Consulting to define KPIs and modify existing templates to suit Partner needs
- Exception and alert analysis to monitor performance across various locations
- Training for Partner IT and Business Analyst teams
- Low cost of acquisition, short roll-out time, and minimal training resulting in low TCO

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- Gain a competitive edge in the market and increase revenues without significant investment.
- Enhance the value provided to end users by offering an analytical platform on layered atop the ERP solution
- Smarten works with all technologies to deliver results
- A uniquely designed simple partnership process with simple licensing and partnership policies
- Smarten is easy to integrate with the ERP solution, and the Smarten technical team has experience in working across platforms and applications to deliver effective integration.
- Ready-to-use templates reduced burden on IT team
- Enterprise architecture with zero footprint browser interface ensured rapid roll-out across various locations to a large number of users
- API integration of Smarten analytics with ERP solution for seamless, embedded analytics

The integration of augmented analytics with its proprietary ERP solution enabled the Partner to improve its end user satisfaction and recognition across the India Pharma Industry. The integration of interactive Dashboards with the ERP solution provided a competitive advantage and enabled the Partner to better leverage its ERP data and operate more efficiently thereby increasing revenue and allowing the Partner to add and effectively support more end users.

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