

Case Study

Business Intelligence & Augmented Analytics

Augmented Analytics for a Leading Pharmaceuticals Company in Gujarat, India



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Client

The client is a leading publicly listed Pharmaceuticals Company with a large shareholder base. The company manufactures all major dosage forms such as Tablets, Capsules, Injectables, Syrups, Ointments, etc.

Its present manufacturing plant is spread across 30,000 sq. meters and is equipped with an ultramodern laboratory with state-of-the-art equipment for in-house quality assurance of all products. The product range covers major therapeutic segments with special emphasis on Gynecological and Orthopedic specialties.

The client's manufacturing facilities conform to WHO-GMP standards and are duly accredited with GMP and ISO 9002 certifications.

The Objective

The client operates its business at various locations throughout the country and is finding it increasingly difficult in taking appropriate decisions at the right time since this requires analysis of data scattered in different functional areas.

They thus felt the need to have a comprehensive, consolidated and uniform multidimensional information architecture using which they could perform different analysis operations (Data mining) and extract relevant information from the vast silo of available data.

In short, they required a tool that would help them derive accurate MIS reports by integrating, transferring, and accessing data scattered across different functional areas and applications.

The core issues or challenges that were identified included:

- ERP system and other Enterprise applications spread across various entities did not adequately support the organization structure, resulting in silos of databases and information
- Different databases for various entities and departments made it difficult to consolidate data through standard reporting system
- Being a publicly listed company and a growing organization, the client needed timely reports to ensure both statutory compliance as well as organization performance
- Defining and monitoring KPIs across the organization for performance management

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- Dynamic ad-hoc analysis at various levels for faster, more confident decision making
- Reduce workload on client's IT department due to constant requests for new reports and MIS scenarios
- Adaptability to different ERP systems and popular data sources
- A cost effective BI solution that could cope with growing data in the organization

To face these challenges, the client needed a powerful Business Intelligence solution built on industry standard architecture that was flexible enough to connect all data sources available now, and in future. Client expected the BI system to answer all business critical questions in an efficient, timely and accurate manner.

The Solution

The Smarten team developed and presented Proof of Concept to the client to show how Smarten would satisfactorily address all their functional and technical needs. The PoC deployment was then analyzed and verified by the client's technical and management team. After an extensive and rigorous evaluation, the client chose Smarten as their enterprise BI solution.

Smarten team helped the client's team to define functional areas, identify effective KPIs and implement them within the BI solution. Smarten team also assisted client team in creating a comprehensive, consolidated data warehouse from various data sources, and then integrating Smarten with the central data warehouse. Using this data warehouse as source data, Smarten was configured to build multi-dimensional cubes and subsequently develop various analytical objects. Automated Delivery and Publishing agent was used to deliver critical reports and objects via email at predefined frequency to the management team.

Workshops on BI concepts & best practices, system administration, as well as end user training were conducted for power users who in turn trained other users in the organization. Best practices for design of data warehouse, cube structures and analytical objects were established which helped users harness the BI potential to its fullest.

The entire training program lasted 3 days and worked as a self starter package leading to significant reduction in Total Cost of Ownership.

The client's IT team performed majority of tasks on their own during the implementation phase while the Smarten team provided technical & functional

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support, and hand holding to the client's team wherever required. Implementation of Smarten was accomplished in less than 10 weeks.

Technology & Platform

- Server : Intel based
- O.S. : Windows
- ERP : ERP from local vendor
- Backend(Database) : SQL Server 2008 and others

Key business intelligence objects implemented in the first phase of deployment include:

Sales

- Territory and Product Group wise monthly sales
- Segment wise sales - Government, Institutional, Export
- Segment wise receivables
- Aging analysis of outstanding dues
- Regional Manager wise sales performance

- Tax payable - Region wise and Tax type wise
- Discounts v/s Sales

Warehouse

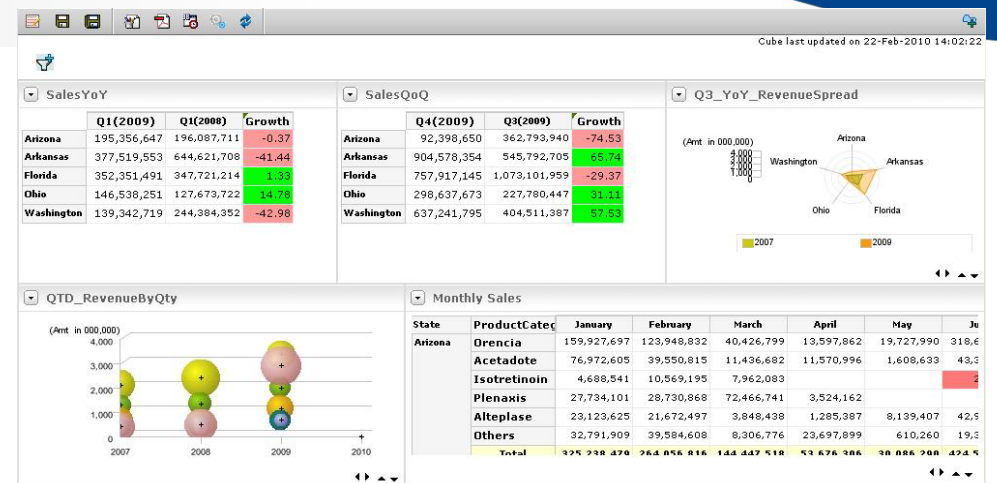
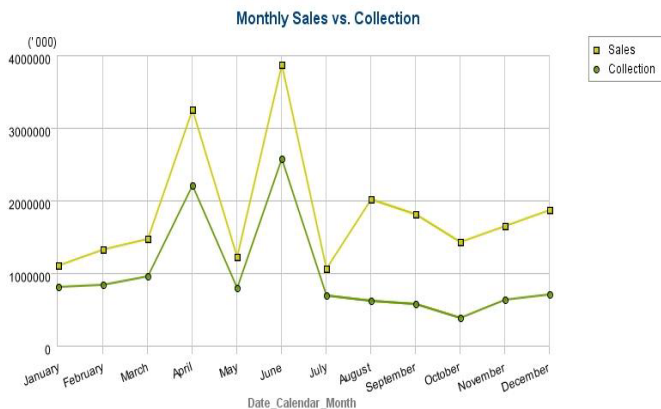
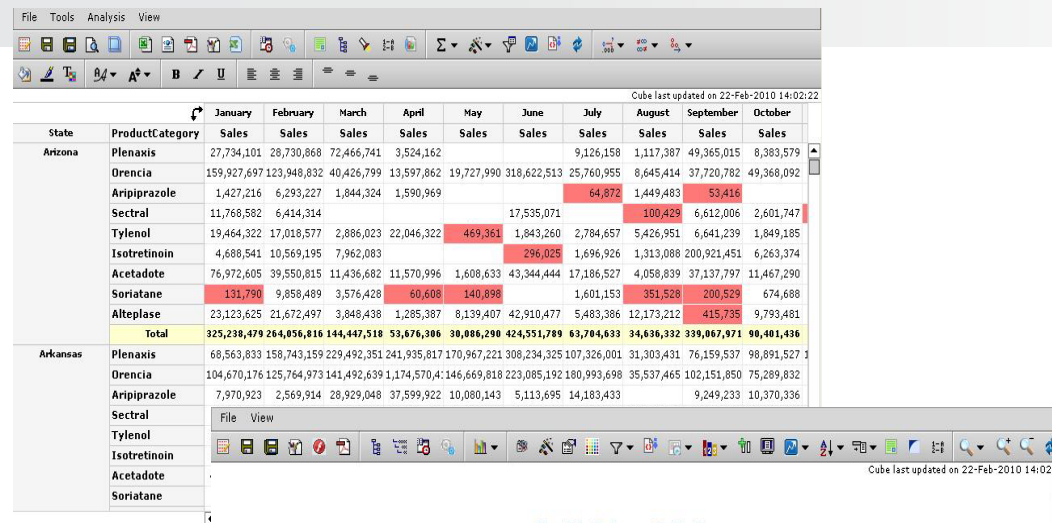
- Warehouse wise stock movement
- Non moving stock - monthly aging
- Warehouse wise stock expiry - prediction in months
- Warehouse wise monthly stock valuation
- Product group wise costing
- Warehouse wise stock reconciliation

Accounts

- Monthly Sales v/s Collection
- Category wise expenses
- Region wise Sales v/s Expense - Ratio Analysis
- Vendor Group wise outstanding payable
- Unadjusted Payments analysis

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File Tools Analysis View

Cube last updated on 22-Feb-2010 14:02:22

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EmployeeName	GrossSales	Quarter 1		GrossSales	Quarter 2		GrossSales	Quarter 3		GrossSales
		SalesQty	EmpContribution		SalesQty	EmpContribution		SalesQty	EmpContribution	
Boddy Jones	266,522,492	1,754,460	22.01	437,561,412	2,150,040	9.91	806,555,135	336,157	30.86	355,930,423
Bruce Adamson		196,107,651	1,647,870	4.44	172,473,972	780,714	6.60	50,702,382		
Christine I Haas	1,695,499	28,500	0.14	102,654,469	813,960	2.32	72,143,410	80,131	2.76	131,881,415
Daniel S Smith	6,331,616	123,980	0.52	201,506	14,820	0.00	4,251,490	37,106	0.16	967,000
David Brown	70,306,651	772,091	5.81	120,658,256	1,177,620	2.73	98,809,154	373,524	3.78	223,016,080
Heather Bruce	144,709,371	1,404,190	11.95	668,999,230	2,761,080	15.15	146,994,526	607,452	5.62	289,475,692
James H Walker	10,663,414	247,540	0.88	86,955,290	722,760	1.97	72,329,629	152,948	2.77	118,327,180
Jason V Mehta	31,446,185	383,330	2.60	2,562,384	21,090	0.06	25,233,650	111,348	0.97	169,994,959
Jennifer Jefferson				664,249,090	1,397,070	15.04	86,137,723	251,047	3.30	113,860,475
Jennifer K Lutz	42,199,092	359,360	3.48	184,650,542	1,016,880	4.18	201,005,182	438,044	7.69	270,008,122
Jennifer Paul				339,209,280	1,101,240	7.68	53,218,617	266,071	2.04	6,746,326
Makihiko Takako	83,000,436	888,776	6.85	602,145,646	2,079,360	13.64	60,618,149	175,309	2.32	132,657,502
Maria L Perez	73,323,124	566,750	6.05	15,932,720	233,130	0.36	26,688,835	118,088	1.02	7,769,093
Maude F Setright	115,092,066	599,538	9.50	3,165,466	27,930	0.07	30,072,825	111,026	1.15	77,940,331
Sally A Kwan	1,133,063	23,370	0.09	65,872,922	904,020	1.49	140,833,526	191,995	5.39	137,447,805
Sybil P Johnson	78,292,095	588,500	6.46	14,916,210	230,280	0.34	5,602,201	134,196	0.21	32,262,020
Vuong Paul	37,409,812	543,680	3.09	209,219,309	1,020,870	4.74	310,529,988	579,114	11.88	51,400,537

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Smarten Team Role

Keeping in mind the needs and business functions of the client, Smarten's team provided dedicated consultancy and support services to the client for:

- Installation & Connectivity with Data Sources
- Designing consolidated data warehouse
- BI Concepts and Best practices sessions
- Technical training
- Administration training
- Business Analyst training
- End user training

Conclusion

Smarten's team successfully implemented Business Intelligence and Augmented Analytics solution that addressed all needs of the client. The Smarten team defined and implemented effective KPIs suited to client's business functions and monitored their performance using various BI tools incorporated in Smarten Suite. This helped client teams answer critical business questions and derive desired information within a specified timeframe.

Smarten's primary value propositions – Simple to use, Practical to deploy, and Affordable to all contributed to the success of the project.

In addition:

- Rapid implementation of Proof of Concept was done in 3 days while the system was up and running and made available to all users within ten weeks.
- The simple, easy to use, intuitive interface reduced training needs and ensured more user acceptance.
- Ensured that users at various levels could create reports and analytics on their own, without any programmer or developer support.
- Enterprise architecture with zero foot print browser interface ensured rapid roll out across various divisions to large number of users.
- Low cost of acquisition, Short rollout time, less training needs, added to lower TCO.

Smarten has been a perfect fit for this client, optimizing the value of their existing ERP application and converting their information requirement challenge into a huge competitive advantage at an unbelievable cost and time. The success of this project provides a perfect example of how Smarten's superior architecture, simplicity of use and short implementation cycle helps leverage value of customers' existing IT investments and offers the best TCO to customers.

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