

Case Study

Business Intelligence & Augmented Analytics

Augmented Analytics for a leading Pharmaceuticals Company in India



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Client

Client is leading fully-integrated Indian pharmaceutical company manufacturing over 350 formulations in virtually every dosage form – oral, solids, liquids, dry powders injectable etc and 80 APIs for various therapeutic segments.

They have 6 plants for APIs and 9 plants for formulations. They have more than 50% of export sales, exporting 60 brands of formulations to 36+ countries. They have human resource of 13000+ personnel which includes more than 6000 in marketing and distribution.

The Objective

Client has a rapidly growing business with complex business operations. As a result they found it increasingly difficult to take appropriate decisions at the right time. It required analysis of data scattered in different functional areas. They thus felt the need to have a BI solution which can provide comprehensive, consolidated and uniform data analysis for different operations using which they could extract relevant information from the vast silos of available data.

Client uses an in-house developed ERP solution well suited to their requirements and now wanted to have a consolidated Business Intelligence solution that would help them leverage more value from their ERP solution.

Challenges

- Growing MIS needs across branches, departments and verticals
- A vast, complex product range encompassing hundreds of products
- Seamless integration with existing in-house developed ERP
- Rolling out BI to more than 300+ users across India operations
- Implement KPI and Performance Driven culture
- Enable BI and reporting access to teams located across the region
- Compatibility with client's current and future data sources and operating system

To overcome these challenges, the client wanted a powerful Business Intelligence (BI) solution built on industry-standard architecture that can connect to their In-house ERP. The client expected a browser-based BI system that could be accessed from any location to answer all business and time-critical questions and also help them consolidate data across different divisions and product lines.

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After exploring several products ranging from internal solutions to other BI vendors, they selected the Smarten tool for its speed, simplicity, flexibility and augmented analytics capabilities.

The Solution

After extensive discussion with their IT Team and after understanding their requirement, Smarten team developed & presented an onsite Proof of Concept to the client to show how Smarten would effectively satisfy all their functional and technical needs. The demonstration involved the client's Technical and Management teams. They thoroughly analyzed the solution from various perspectives of implementing a centralized BI system in their organization.

Client's IT team decided to do the implementation on their own under the guidance of Smarten team. Appreciating the advantage of self-serve user interface, less training requirement, simplicity of use clients IT team was ready to develop the BI objects on their own. Smarten team helped the client to integrate BI with Oracle based in-house ERP to meet all the needs of users across the organization.

Technical training pertaining to administration, data source connectivity, multi-dimensional cube architecture and best practices was given to IT team. Onsite end user training was given to selected Power Users. Training program worked as a self starter package for the key team. Subsequently, majority of the

implementation and deployment tasks were performed by client staff on their own during which Smarten team provided technical support and hand holding to the client IT team and Power users as required.

Projection execution started with rolling out BI for Finance, Inventory, Sales and Budget monitoring. Client's team in consultation and guidance of Smarten team developed various cross tab analysis, graphs, dashboards and KPIs

Technology & Platform

Server : - Intel Xeon® E5-2620
O.S. : - Linux
ERP : - Client developed customized ERP
Backend (Database) : - Oracle 10G, 11G & My SQL

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

Accounts

- Receivables and Payables analysis
- Overdue Monitoring

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Sales Management:

- Actual Vs Budget sales analysis
- Team wise Sales Performance Evaluation
- Top Products , Top Customers, Top Region analysis
- Monitoring the performance against budget
- Segment wise sales – Domestic & Export

Inventory Management:

- BOM wise stock analysis
- Near Expiry stock analysis
- Stock Valuation analysis

Export Management:

- Export order status monitoring

- Work in progress status of export order.

Smarten Team Role

The Smarten team provided dedicated consultancy and support services to the client to develop BI objects on their own. Keeping in mind the needs and business functions of the client onsite training to IT staff, power users and other end users was provided.

- Installation & connectivity with data sources
- Requirement understanding for BI needs and developing Proof of Concept
- Consultancy to design Personalized Dashboards for MD and key people to address their primary requirements
- Design, development, and deployment of required dashboards, cross-tab analysis, KPIs, graphs, and reports
- BI concepts and best practices sessions
- Technical training
- Administration training
- Business analyst training
- End user training

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Conclusion

Being a growing business, the focus was to deliver the best possible ROI from the existing and future IT systems and to answer critical business questions by guiding the client team to design and develop consolidated analytics thus strengthening their decision support system. Another major objective was to lower the TCO.

The real value of Smarten is obvious from the fact that with very little training to Administrators and Business Analysts, clients can roll out and deploy solutions on their own.

Key Benefits and Deliverables:

- Consultancy to design Personalized Dashboards for MD and key people to address their primary requirements
- Data Consolidation and Validation from various data sources
- Exceptions and alert analysis for monitoring performance against budget
- Onsite training to IT staff, power users and other end users
- Low cost of acquisition, short rollout time, and less training needs added to lower TCO

- User-friendly interface reduced burden of ad hoc queries to IT team
- Enterprise architecture with zero footprint browser interface ensured rapid rollout across various locations to a large number of users
- Responsive user interface allowed users to access the solution with all popular smart phones, tablets, and other mobile devices

The Smarten solution deployed has offered a web-based, self-serve BI system to the client in short span of time and within a rational budget. It has been a perfect fit for this client, optimizing their existing ERP application and converting the information requirement challenge into a huge competitive advantage at an unbelievable cost and time.

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