

Case Study

Business Intelligence & Augmented Analytics

Smarten Augmented Analytics Case Study:
Pharmaceutical, Clinical Research and Innovation Company



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The Client

The Client is a global business governed by a foundation whose mission is to have a meaningful social impact, both for patients and for a sustainable world. With its unique governance model, the Client business can fully serve its vocation with a long-term vision and fulfil its commitment to therapeutic progress and to serving patient needs. The company has grown exponentially, first across France and then throughout the world, driven by the transformation of the business.

Since 1954, this Client has been recognized for its quality and its scientific and medical excellence. As a world leader in cardiology, its ambition is to become a renowned, focused, and innovative player in oncology by targeting rare and hard-to-treat cancers.

The Objective

The Client wishes to streamline the healthcare and pharmaceutical and clinical research operations to reduce costs and increase profit margins while ensuring that patients receive the service they need in the most efficient manner. The Client wants to be an agile organization with improved digital performance, and wishes to develop a profitable and organic growth with the rethinking of its industrial value chain while, at the same time, enabling innovation in the fields

of oncology, neuroscience and immuno-inflammation and a significant societal impact for a sustainable world.

Challenges

- Need for automated analytical reporting to matches the standards and protocols of the Healthcare Information System reports the Client has been using.
- The existing solution has built-in reporting, but reports are not interactive, so there was a continuous need for new reports from end-users, and this process is time-consuming and expensive.
- The Client uses time-consuming, non-interactive, Excel-based reports with unsecured data.
- Management revenue tracking reports are mandated.
- Need for sophisticated analytics integration with Healthcare Information System to bring decision-making and performance to a new level.
- Export and publishing of reports.

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

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The Solution

The Smarten team developed and presented Smarten analytics using sample data from the Client, and demonstrated the features and functionalities that would address crucial areas and technical needs. Following an extensive and rigorous evaluation, Smarten analytics was integrated with the Client application and made available to end-users.

The Client chose Smarten as its analytics partner established a 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 Smarten team worked with the Client to develop BI objects to support modules like Order Management, Compliance Management, Inventory Management, Patient and Revenue management, etc.

Technology & Platform

Server : Intel(R) Xeon(R) CPU E5-2686 v4 CPU @ 2.30GHz
Operating System : Windows
Applications : Navision, Excel, LogiXML
Back-end (Database) : Oracle SQL

Key Business Intelligence Objects Implemented Includes:

- **Batch Closing Stock**
 - Site Code
 - Location Code
 - Quantity and MRP
 - Manufacturing Date
 - Expiry Date
- **Closing Stock**
 - Item Code and Lot No.
 - Site Quantity
 - Expiry Date
- **Credit Detail**
 - Document Type
 - Customer Code and its Transaction Id
 - Item No. And its Quantity
 - Site Code UOM
 - Rate, Net Amount and GST Amount
 - INV Type and Lot No.
 - Transaction and Expiry Date

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- **Credit Header**
 - Document Type
 - Posting Date
 - Customer Code
 - Invoice ID
- **Customer Ledger**
 - Customer Type
 - Debit and Credit Transactions
 - Transaction Date
- **Headquarters Sales**
 - Customer and its Territory
 - City Code
 - Sales
- **Regional Sales**
 - Area and Item Code
 - Data Value and Quantity
- **eWay-Bill Invoice**
 - Supply and Document Type
 - Document No. Along with its Date
- Transaction Type of the different Parties
- Product and Description
- Tax Rate and Total Invoice Number
- Transaction Mode
- HSN No.
- **FDA Certificate Report**
 - Lot No.
 - Item Code
 - SRET Quantity and Value
 - DESP Quantity and Value
 - Excise Sales and Return
- **Institution Net Sales Employee-wise Report**
 - Item Code
 - Quantity
 - SEQ and Value
- **Invoice Detail**
 - Customer Code
 - GST and Tax Amount
 - Quantity and MRP
 - ECESS and SHECESS Amount

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- **Invoice Header**
 - Invoice ID
 - Customer Code
 - Transaction Code
 - Site Code
 - Invoice Type and Amount
 - Parent Transaction ID
- **Monthly Sales Summary**
 - Item Code
 - Excise Duty Sales and Return
 - SRET Quantity and Value
- **Outstanding Summary HO**
 - Customer Code
 - Due Amount
 - Total Amount
- **Party Sales**
 - Customer Code
 - Territory
- **Sales Register**
 - Customer and Site Code
 - PAN No.
 - Region and Sales
 - Invoice ID
- **Transfer Detail**
 - Item Code
 - Transaction Id
 - UOM
 - Posting Date
 - Shipment Date
 - Receipt Date
 - Quantity and its Amount
 - Lot No.
 - Transfer from and Transfer To
- **Sales Return Register**
 - Site and Customer Code
 - Transaction ID
 - Invoice ID
 - PAN No.

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- Region
- Sales and GST Amount
- **Site wise Net Sales Amount**
 - Site Code
 - Item Code
 - Sales Amount
- **Site wise Net Sales QTY**
 - Site and Item Code
 - Quantity
- **Stocks and Sales Report**
 - Item Code
 - HSN No.
 - Stock Amount
 - Sales Amount
- **Stock Transfer Planning**
 - Site and Item Code
 - Sales and Closing Stock Amount
 - SRET and its Transit
- **TCS**
 - Customer and Site Code
 - GST No.
 - Taxable Amount
 - GST and TCGST Sales
 - GST and TCGST Return
 - Net and Return Value
- **Transfer Header**
 - Transaction ID
 - Transfer from and Transfer To
 - Posting Date
 - Shipment Date
 - Receipt Date
 - IN Transit Code
 - IRN No.

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The Smarten Team Role

The Smarten team provided support for the Client to develop appropriate analytics by enhancing the Smarten templates and it created datasets, dashboards, reports, and Key Performance Indicators (KPIs).

The team provided support to the Client to collect their requirement for the:

- Assessment of their data structure
- Design and development of meta data structure, datasets with Client healthcare management and workflow solution with API
- Pulling data from Oracle, various flat file sources, and Navision, and integrating data into Smarten to create a centralized reports repository
- User Acceptance Testing (UAT)
- Analytics and best practices knowledge sharing
- Ongoing support to Client technical team for modifying and enhancing Smarten analytics objects for new Client requirements

Conclusion

This Client required augmented analytics and reporting capabilities within the confines of the Healthcare Information System and Revenue tracking reports

required by the industry standards and its management team. Smarten provided a comprehensive set of reporting and analytics tools, e.g., Headquarter Sales reports, Stock Transfer Planning, Site Net Sales, Outstanding Summary, Party Sales and many more.

Key Benefits and Deliverables:

- Real-time report for Stocks, Sales, Returns, Regions etc., to track information about inventory
- Short roll-out time
- Enhance the value provided by the Client by offering an analytical platform
- Integration Smarten works with existing technologies to deliver results
- Easy integration of dashboards and objects with Client healthcare management solution
- Automate all operational reports with comprehensive data integrity
- Provide a user-friendly interface to reduce the burden of ad hoc queries for the Client IT team

The integration of augmented analytics with its proprietary Healthcare Information application enabled the Client to improve end user and customer satisfaction and recognition across the industry. The integration of interactive reports provided a competitive advantage and enabled the Client to better leverage its data and operate more efficiently, thereby increasing revenue.

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