

# Prescription for your success

The pharmaceutical industry is growing rapidly. It is a dynamic industry with new products being launched very frequently. Companies need to compete harder to capitalize on the emerging business opportunities in this space. This integrated information system resolves operational issues and considerably enhances organizational efficiencies and speed up go-to-market time. It also immensely improves decision-making capabilities based on analytical insights which will help companies gain complete supply chain visibility and compete better in market place.

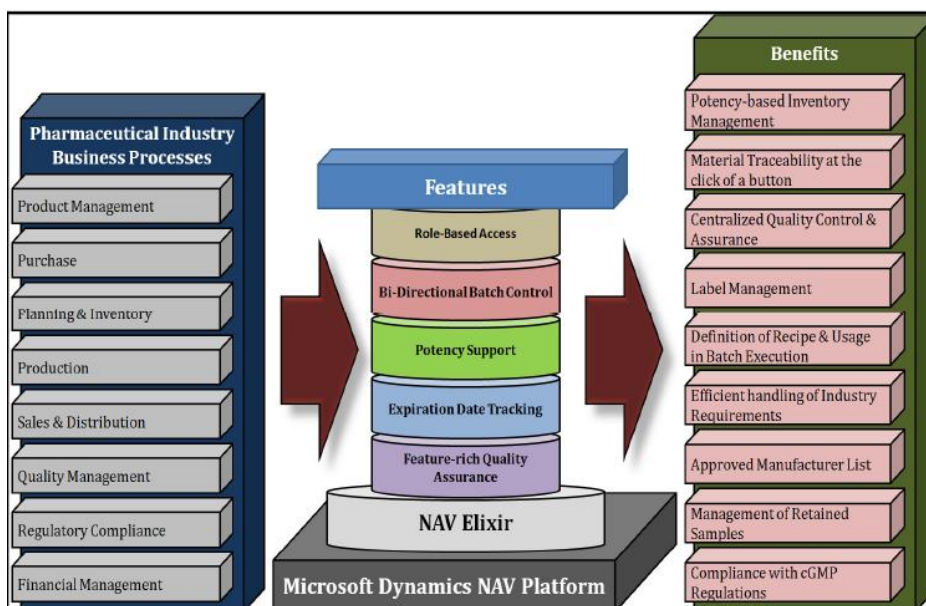
Pharmaceutical companies need integrated and comprehensive IT solutions which are easy to implement, increase productivity, enable stringent compliance, cut costs and ensure precise batch traceability and quality testing procedures. Though multiple solutions are available in the market, most are complex, difficult to implement, and do not satisfy the quality requirements in terms of material management and quality assurance.

*"By requiring both the software solution and the partner to meet our highest standards, Microsoft is assuring customers that these certified solutions work with their investments in Microsoft Dynamics. Microsoft congratulates Blue Star Infotech on achieving the Certified for Microsoft Dynamics status for NAV Elixir by demonstrating its success and commitment in delivering a leading Microsoft Dynamics solution."*

**Doug Kennedy, Vice President,  
Microsoft Dynamics Partners**

## NAV Elixir - Certified for Microsoft Dynamics

BSI, with its strong expertise and in-depth understanding of the pharmaceutical industry's business needs, has developed an integrated solution – NAV Elixir. NAV Elixir helps you achieve automated and streamlined business operations, compliance with regulations, efficient management of product related



information, and above all, meet the demands for faster deliveries and lower costs.

Built on the Microsoft Dynamics NAV™ platform, the solution is flexible and cost-effective, and simple to implement.

The Product is Certified for Microsoft Dynamics, which signifies that the

solution has met Microsoft's highest standards for partner-developed software. For customers, Certified for Microsoft Dynamics helps identify Microsoft Dynamics solutions that have been tested for compatibility, meet high quality standards, and are successfully used by existing customers. This certification represents a significant step in elevating the standards for partner developed software solutions for industry specific business applications.

Role Based User Access	<ul style="list-style-type: none"><li>• Enables definition of user-defined roles that ensures users only view &amp; edit data appropriate to their role, thus ensuring data security</li></ul>
Compliance with cGMP	<ul style="list-style-type: none"><li>• Enables cGMP compliance by ensuring quality control and maintenance of records and documentation across all processes, activities and operations</li></ul>
Material Shelf Life Management	<ul style="list-style-type: none"><li>• Tracks the manufacturing, retesting and expiration dates for each lot in the inventory, thus ensuring quality</li></ul>
Dynamic Potency	<ul style="list-style-type: none"><li>• Tracks material potency and dynamically adjusts the dispensing quantity based on the lot potency. This ensures consistent quality from one batch to another</li></ul>
Bi-Directional Lot Tracing	<ul style="list-style-type: none"><li>• Provides comprehensive information on every lot of material received, created, moved or transformed during the different phases of production, for complete backward and forward traceability.</li></ul>

#### **BSI Excelsior - Implementation methodology helps clients reduce implementation time by 25%-40%**

Excelsior is a Microsoft Dynamics implementation methodology conceptualized and developed based on BSI's over 10 years of domain experience and Microsoft's Sure Step methodology. Excelsior comprises six phases which begins from the pre-sales stage and defines the customer satisfaction criteria during the implementation stage itself.

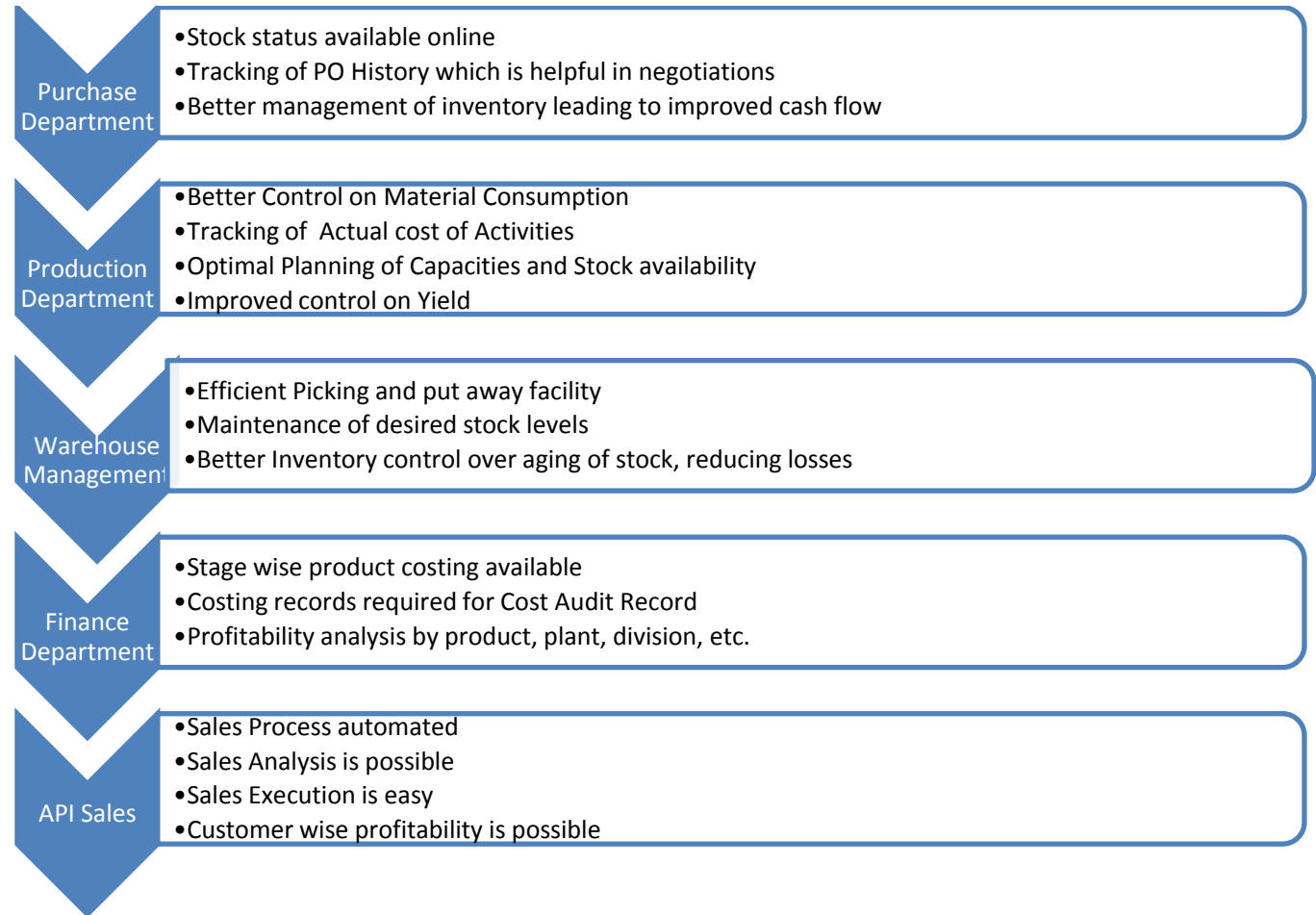
#### **Customer Centricity**

As a company, BSI is driven by business outcomes and relationships with its technology partners and clients. BSI has consistently demonstrated sensitivity to customer expectations through its Microsoft partnership. BSI is Microsoft Certified Gold Partner. It is the only partner from India to have been selected for the Microsoft Technology Adoption Program for Dynamics 7.0. BSI was awarded the Best Regional Partner in 2008, Best Partner in 2006 and was also a President Club Member in 2006.

With a pool of over 500 man-years of experience in across these domains, BSI consults and implements Microsoft Dynamics to enable its clients to:

- Achieve business goals by making decisions based on accurate and timely information
- Transform business processes to achieve operational efficiency
- Mitigate operational risks

## Business Benefits



*“Blue Star Infotech’s past experiences and their integrated ERP customized for the pharma industry enables us to quickly implement an integrated platform and leverage industry best practices.”*

***Sundeep Bambolkar, Director (Finance & Operations), Indoco Remedies Ltd.***

## Clientele

### Partial Pharma Client List:

- Indoco Remedies
- Cipla Ltd.
- Meredian Enterprises
- Medilux

### Partial Process Client List:

- Hardcastle Petrofer
- Jay Chemicals
- Mazda Chemicals
- Apcotex Industries

## About BSI

Blue Star Infotech (BSI) helps global mid-market enterprises derive measurable business outcomes through the use of IT. BSI partners with its clients to understand the business pain points, arrive at the appropriate IT led interventions and manage successful implementation. Using its deep understanding of the mid market segment, and drawing upon its long standing track record in creating IT solutions, BSI is able to deliver affordable and relevant solutions through client-friendly flexible engagement models.

Blue Star Infotech's dual expertise in building software products for industry-leading Independent Software Vendors and IT solutions for enterprises provides it with a unique advantage to cross-leverage experiences in creating solutions for enterprises- both custom and products – across domains and technology platforms.

BSI is backed by the reputed Blue Star Group, ranked among Asia's best sub billion businesses by Forbes. BSI is Microsoft Certified Gold Partner.

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**Engineering Business Outcomes**