CORDYS

Online Sales & Distribution Channel built on Cordys Business Operations Platform

This case study showcases how a successful Indian software solutions company has cloud–enabled its ISV applications and built next generation business solutions with Cordys. Benefits realized with the Cordys platform include improved developer productivity, lower operation costs, faster time–to–market and reduced deployment time for new solutions by 5x to 3 – 4 weeks.

CHALLENGE

- Aging architecture for key applications
- Long implementation time and poor scalability
- Customizations resulting in less flexibility and more costs
- Decline in developer productivity
- Customers on the lookout for new, easy to use SaaS-based services

SOLUTION

Medico 0nline Sales & Distribution and Business Intelligence solution built on Cordys. The solution includes:

- Multi channel distribution management
- Stock transfer & Logistics planning
- Sales analysis
- Brand management
- Incentive calculations
- Consolidation of accounts
- Tax shelter reporting

BENEFITS

- Intuitive and modern user interface providing ease-of-use for end users
- Model-driven app development
- Faster time-to-market due to preconfigured solution
- Leverage 'as-a-service' delivery and business models
- High-available and scalable solution

COMPANY PROFILE

Excel Software is an Indian consultancy company providing software solutions to major organizations in the public and private sectors, with focus on Supply Chain Management, Production, Material Resource Planning and Finance. Established in the year 1987, its dealer network covers more than 50 locations in India. It has more than 3000 installations of its software in India alone.

BUSINESS CASE

Excel Software is an Independent Software Vendor (ISV) that offers a suite of Sales and Distribution solutions (called Medico) for different parties in the pharmaceuticals industry. Medico was mature and stable but based on an aging Java technology. The solutions were built on standalone, manually managed IT systems with a distributed architecture thereby leading to high costs of ownership (TCO). In addition, the need for customizations resulted in increased development costs, longer delivery and response times, and increased implementation time.

Excel software wanted to shift to a centrally controlled, automated online platform that offers a robust and multi-tenant architecture. This technology platform should help them build new preconfigured (online) solutions for the three target sectors, namely, Pharmaceuticals, Food, and Fast Moving Consumer Goods (FMCG). Their goal was to augment the existing suite with flexible, cloud-based and industry-specific solutions that could link Medico with all major ERP/CRM- and bespoke legacy systems to minimize costly and lengthy customizations of ERP systems.

THE SOLUTION

Excel Software leveraged the Cordys Business 0perations Platform and revamped their Medico solution to a new solution called Medico 0nline.

Medico 0nline is a comprehensive Sales and Distribution enterprise application which includes activities such as Stock transfer & Logistics planning, Sales analysis, Brand management, Incentive calculations, Consolidation of accounts, Samples & gift distribution and Tax shelter reporting.

Medico 0nline is one of the first large enterprise grade transaction handling systems that can integrate seamlessly with SAP, Microsoft Navision and other ERP applications to provide an end-to-end solution. Built ground up on the Cordys platform, it has multi channel support for SMS, email and PDA and can communicate seamlessly with other systems.

The solution is available both on-premise as well as in SaaS mode. In SaaS mode, Medico 0nline is managed and hosted by a third-party, in a multi-tenant environment.

Cordys multi-tenant SaaS technology, enables the Medico Online solution to handle multiple companies, multiple divisions and multiple business groups within the same database, on the same user screen.

In fact, a user can enter the details in a single sales order for all the divisions and Medico Online will segregate it into multiple invoices as desired. Since Excel Software is familiar with the specific requirements of the pharmaceutical, food and FMCG industry verticals for many years, they incorporated the requirements in the design right from the beginning.

BUSINESS BENEFITS

The newly built solution has key benefits and differentiators for both Excel acting as an ISV, and for their end customers as well. The benefits are:

Rich UIs and ease-of-use for the end user

Cordys Business Operations Platform has brought in rich UIs and ease-of-use for the end user. Multiple ERP transactions were simplified and bundled into simple user-friendly screens that could be easily handled by the users in the field.

Lower TCO and faster time-to-market

Thanks to Cordys, Medico Online could bring down the average implementation time to 3-4 weeks, whereas any other ERP would have taken 6-9 months. Cordys' strong integration and orchestration capabilities enables Excel Software to leverage existing IT assets and create new business functionality through service reuse, leading to a lower cost of ownership and faster time-to-value.

Scalable and high-available solution

The solution is highly scalable as it can run heavy-duty transactions on the database (Oracle 10G). Key differentiator of the Cordys based solution is its ability to handle a lot of back and forth transactions between the underlying backend systems and the Cordys based UI, without compromising on system controls and performance.

Model-driven application development

Another benefit from using Cordys is the model-driven 'compose and assemble' approach of Cordys Composite Application Framework (CAF). This results in enhanced developer productivity and accelerated development timeframes.
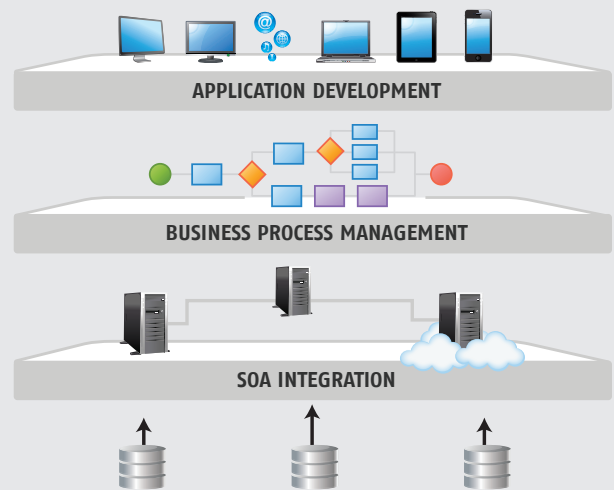
Cloud-ready solution to deliver 'as-a-Service'

The Medico Online solution is architected for SaaS because of the underlying multi-tenant architecture of the Cordys platform. The multi-tenant nature of the Cordys Business Operations Platform provides a

MEDICO ONLINE ON CORDYS VS. PRODUCTS USING TECHNOLOGIES COBBLED TOGETHER

APPLICATION DEVELOPMENT

BUSINESS PROCESS MANAGEMENT

Other Products

SERVICE ORIENTED ARCHITECTURE
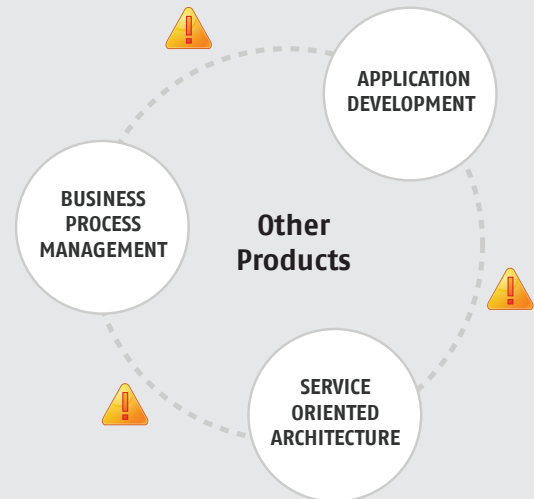
Cordys Single Technology Stack

APPLICATION DEVELOPMENT

BUSINESS PROCESS MANAGEMENT

SOA INTEGRATION

Single skill sets for developers
Easier administration
Better support for single tech stack
A more agile application
Lower cost of ownership
No inter-dependency / compatibility issues
Lower maintenance costs
Higher data security
Seamless integration with existing apps

cost effective way of running a single platform but serving many customers, thus reducing operational overhead and technical complexity. Excel Software sees a growing demand for offering a SaaS application to traditional on-premise solutions and is now able to provide on-demand solutions.

"Cordys enables us with the right technology to leverage existing IT investments by adapting existing solutions and building new processes to meet the rapidly changing business requirements of our customers and maintain our competitive lead."

Uday Vijayan, Managing Director at Excel Software

CUSTOMER SUCCESSES

A number of major pharmaceutical companies use Medico Online. The high performance and easy-to-use solution enables them to automate and optimize processes across the supply network, based on accurate inventory forecasts to meet various order sizes, types, minimums and seasonal demands. Some of the key clients in Excel's list include the Germany-based pharmaceutical group Boehringer Ingelheim, the leading Indian healthcare company ICPA Health Products, and the upcoming Indian pharmaceuticals Ind-Swift and Palsons Drugs. All of them manage multiple businesses on the same platform, demonstrating the flexibility and agility of the business processes being delivered through Medico Online solution.

Boehringer Ingelheim

ICPA

PALSONS

CORDYS
The Enterprise Cloud Platform

Cordys is a global cloud platform software provider that helps businesses move to the cloud quickly and with minimal risk. The Cordys platform combines Platform as a Service, enterprise application development, a complete Business Process Management Suite (BPMS) and the next generation of high productivity middleware. Global 2000 enterprises choose this analyst-recognised platform to improve their business operations, deliver better customer service and release additional value from existing IT. Service providers implement the platform to leverage cloud business opportunities, create new high value products and services in the cloud and reduce cost while driving innovation. Headquartered in the Netherlands, Cordys has offices in the Americas, EMEA and Asia-Pacific. For more information on Cordys please visit http://www.cordys.com.

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Ready to make your business operations smarter? Contact us now at **besmarter@cordys.com**