



 **customize**
www.cuztomise.com

**Next Generation Sales Mobility Platform
for Pharmaceutical Enterprises**

Welcome to Our Company

Cuztomise is a cloud based solution for Enterprises employing field professionals for Sales, Operations & Services. We are making field services smarter than ever as we are on a mission to touch millions of lives by creating a easier, better and more efficient field management tool. We started Cuztomise in 2012 and since then we have grown into a big family with strong presence in multiple of countries.

We feel that the Pharmaceutical Industry can benefit a lot from Enterprise Mobility. There is a huge room of improvement in the way reporting is presently done through the web based reporting software. Our aim is to not only provide a robust comprehensive system to Admins & Supervisors but also make the task easier for Medico Sales Representatives across the nation and outside.

With the help of Analytics, we also aim to create entirely new set of Intelligent Data which can help Pharmaceutical Enterprises to take quick and effective decisions regarding Resource Utilization & Product Planning.

We believe in one thing and that is "[Deliver Happiness, Not Just Services](#)"

Chirag Gupta

Founder
MS Clemson University
Digital Signal Processing

Mohit Jain

Founder
MS Georgia Tech
Data Mining & HPC

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Cuztomise Mobile Application

Works Offline

Works offline, fast and syncs automatically without any intervention

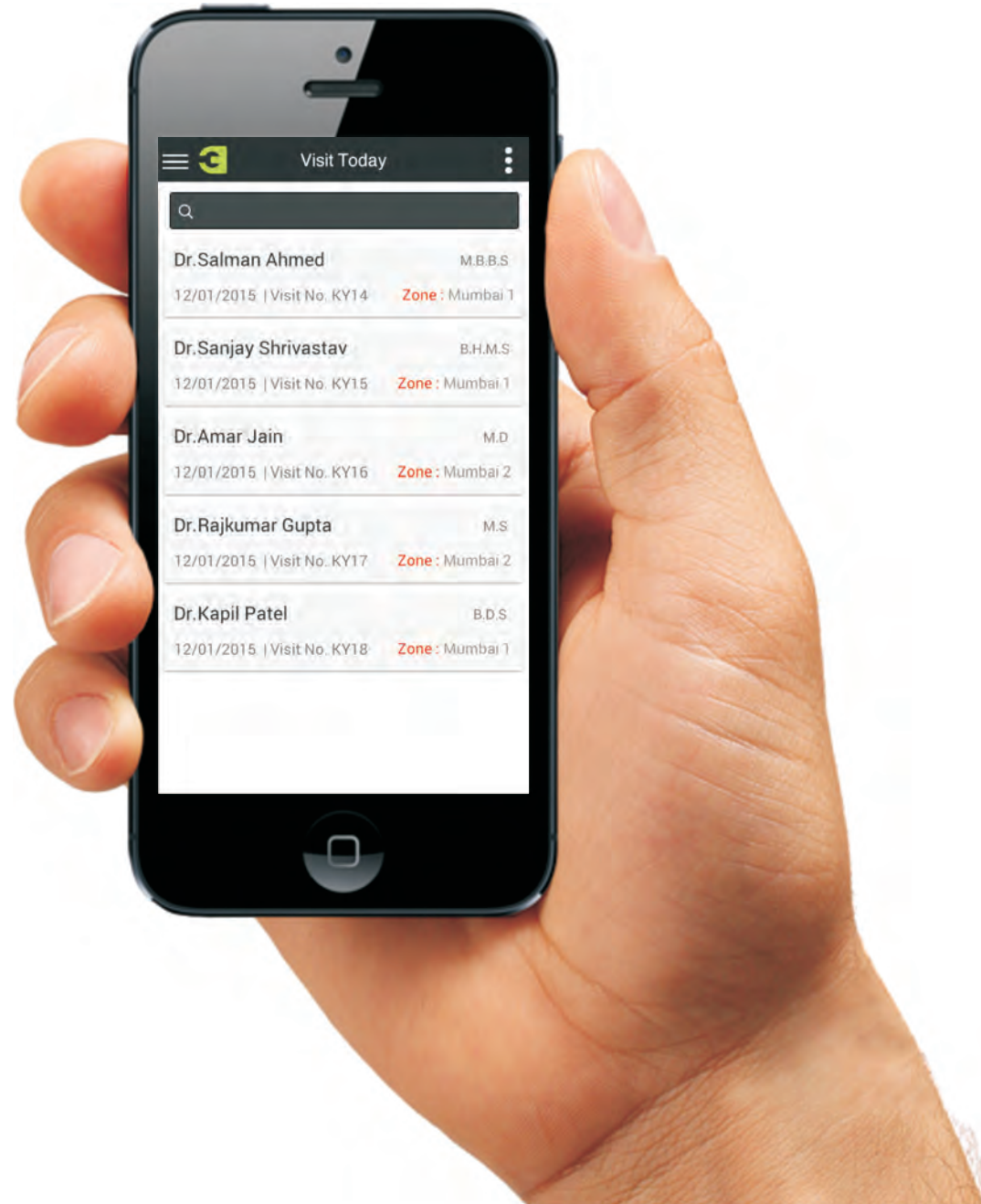
Sales Tracking

Ground Sales managed in a very easy and intuitive manner

Focus On Sales

Saves time by automatically generating daily activity reports and not filling them manually

- ✓ Cuztomise can easily handle the scale up to 100,000 MRs, providing a consistent performance. We have a great support and operations team
- ✓ Our system can be easily integrated with SAP, Salesforce and other popular CRM, Invoicing and other ERP applications
- ✓ Cuztomise uses bank-grade security, securing your data and encrypting it over network





Valuable Real-Time Data

Get complete information about doctors' feedback on your products out there in market

- ✓ Quick Reporting, it takes 30 seconds to submit report about a visit
- ✓ Get valuable feedback about visits as soon as the visits are done

Increase Profitability

Get a clear insight on actual expenses of your Medico Sales which results in substantial savings

- ✓ Mobile Application makes sure that false reporting is impossible
- ✓ Every Single expense of an MR can be verified



Deep Insights of Field Performance


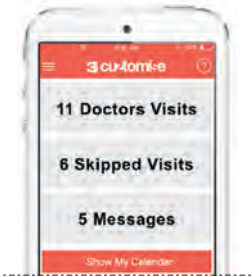

Easily profile, target and measure performance of Medical Representatives with interactive charts

- ✓ Allows mapping of doctors with products for focused marketing
- ✓ Analytics and Reports of every single Field Employee updated constantly

Training On-the-go

Utilize the waiting time of field professionals in building their knowledge and awareness

- ✓ Professionals are updated with product literature
- ✓ Substantial increase in the utilisation figures of sales employees

PLANNING		SCHEDULING		REPORTING	TRAINING	ANALYSIS	
Sales Content		Distribution		Sales Visit	Product	Reports	Data Driven Decisions
Heuristic				Real-Time Work in Offline Mode		Cumulative/Heuristics	
<ul style="list-style-type: none"> ✓ Plan monthly and daily activities follow-ups ✓ Know location of your medical representatives in real time and optimize their deployment 				<ul style="list-style-type: none"> ✓ Find out deviations, reasons for skipping doctor visits and verify if MRs regularly visit stockist ✓ Saves time of MRs by automatically generating daily activity reports and not filling them manually 		<ul style="list-style-type: none"> ✓ Quick Feedbacks from MRs about doctor visits and products ✓ Profile, Target and Measure Performance of Medical Representatives 	
							
PRE-SALES				ON-FIELD		POST-SALES	



Pharmaceutical Company Gains Sales Edge with Help from Cuztomise Solution



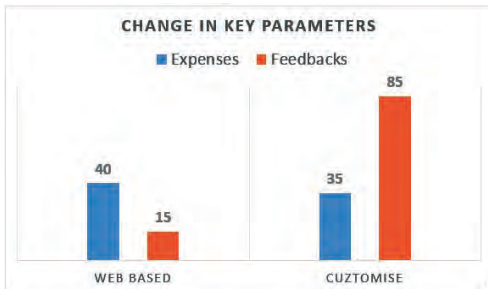
Industry : Pharmaceuticals

Region : West India

MR Size : 80+

Solution : Cuztomise Pharma

Implemented : November 2014



Kapeetus Medicorp is a leading pharmaceutical company based out of Ahmedabad in India. It has shown tremendous growth since its inception in 2002, having a portfolio of more than 200 drugs in market as of today.

Problem

Kapeetus currently employs 80 Medical Representatives across 5 states in India and is growing continuously. With high growth, they were facing challenge to keep track of their on-field sales operations. They tried many products including leading web based reporting tool, but they found the solution incomplete. Their main problems were:

- No way to know about - what happened during a doctor visit
- Huge expenses were incurred due to false reporting

Solution

Cuztomise provided Kapeetus it's Pharma Solution which allowed Kapeetus to track their sales efforts in real time. With our Android and Windows applications, management not only gets current locations of their representatives but also gets vital field data which was inaccessible to them previously. Their field reps work in most interior locations which does not have any connectivity. Cuztomise allows them to work in offline mode and data is synced as soon as they get connectivity.

ROI

With Cuztomise they were able to cut down their Operational Expenses by **12.5%** right from the first month of implementation. With the new system, there was a whopping increase of **70%** in visits with feedbacks as compared to previous figures.

“ Cuztomise has completely made the processes paperless enabling our Admins/MRs to focus more on product sales. Moreover, the application is very easy to use and hence was readily adapted by our employees. ”

Sanjay Jain
Founder
Kapeetus Medicorp

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