

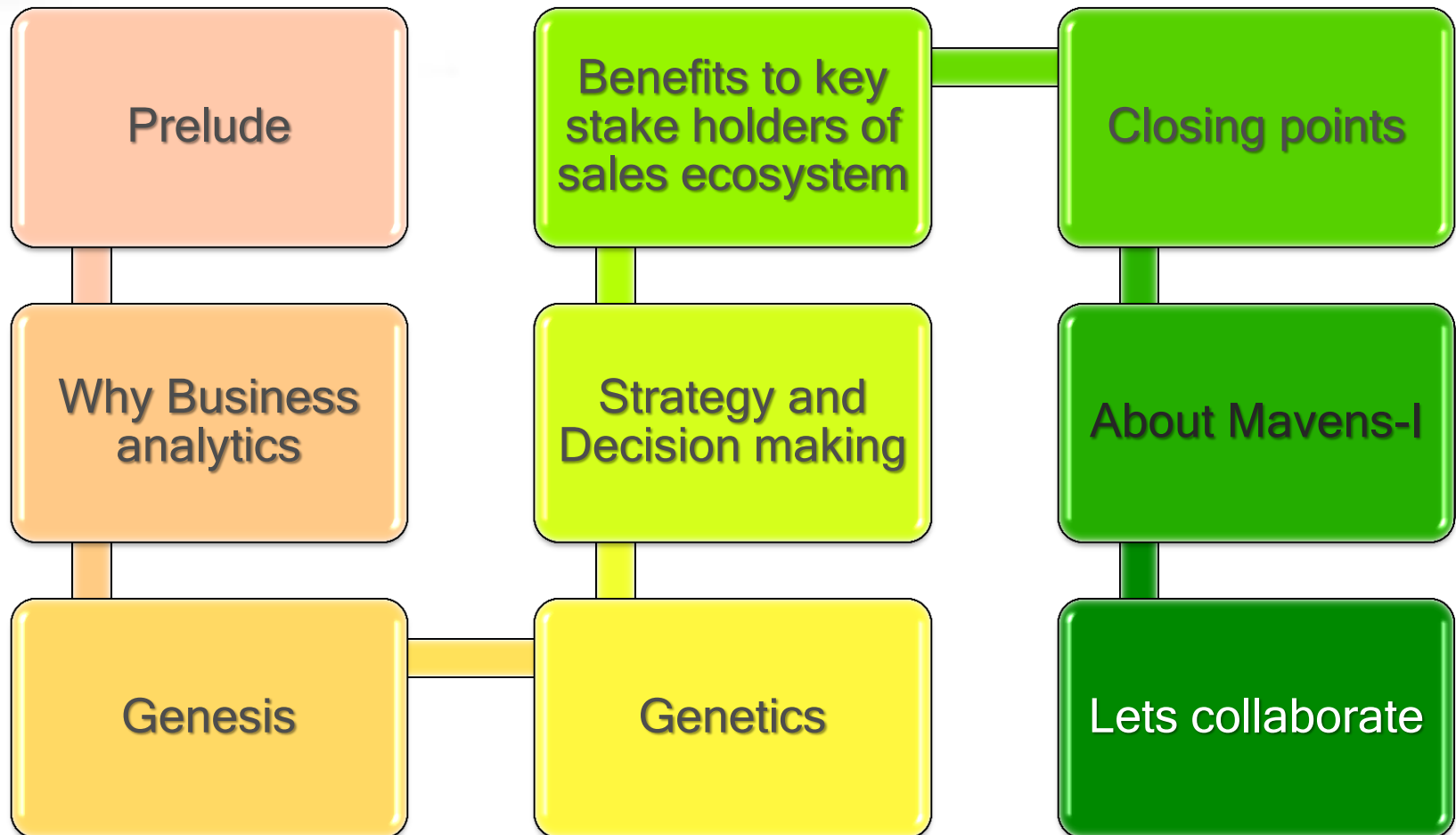
Business Process Automation

Inducing performance through automated analysis





Agenda





Prelude

We are into the business of impacting at least **20% upwards revenue** for our collaborating partners in the industry through **Business Process automation and sales performance effectiveness**

- This essentially means:
 - I. Inducing **sales force effectiveness**
 - II. Management (Product, marketing and sales) **responsiveness to the market REAL TIME!**
 - III. **Reduced inventory** without impacting sales and hence increased in capital liquidity
 - IV. **Having strong Business Intelligence**



Why analytics and not just process automation

ims | INTELLIGENCE.
APPLIED.

sales force effectiveness declined by 23% in the recent period of 2007 to 2011 due to lack of right analytical reports with planners.

Novell.

40% increase in revenue (due to effective interpretation and prediction from reports)

SIEBEL

Up to 100% increase in revenue due to smart interpretation

IBM

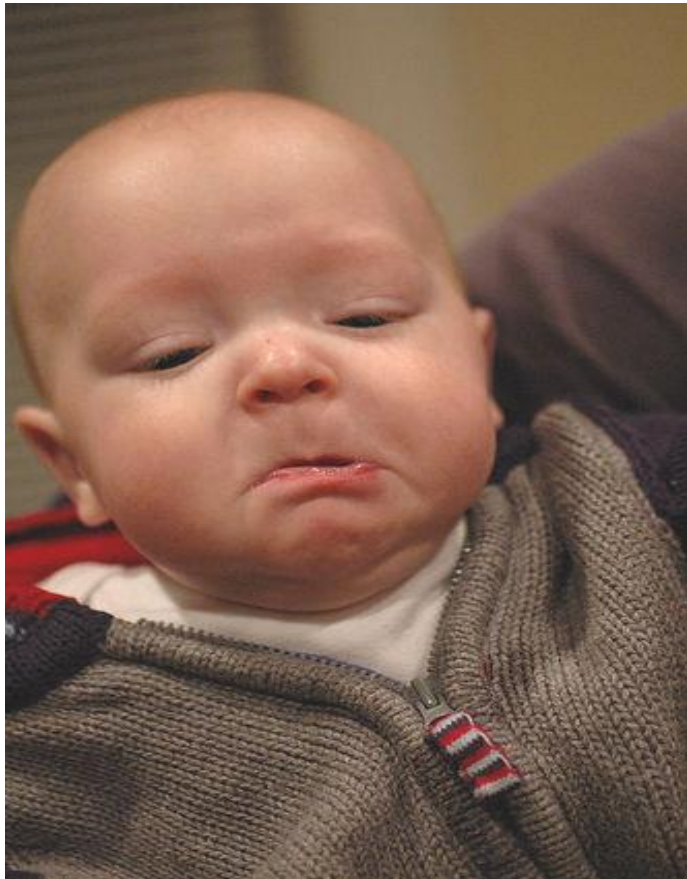
41.9% increase in revenue

SFA is tactical and is an ineffective tool of policing field force. It has broadly been unsuccessful in pharma industry till 2012 till mobile reporting got introduced

Analytics is a tool, that empowers Management and Sales representatives to effectively perform in market place.



Unnoticed loss



- Most of the time industry loses as high as 60% of the potential revenue due to ineffective analytics and reports. **This also is a precursor to common challenges like:**
 - Over production
 - **Increased primary push**
 - High funds blockage
 - **High sales pressure at the field sales force resulting in strategy erosion**



Are we helping our Clients to
make profits





Genesis of Business Automation

- Growth of a company is directly related to **validated analytical and predictive market reports**.
- The need to have **quick access** to key sensitive information for strategic decision:
 - I. Primary sales to Secondary sales analytics
 - II. Trend analysis
 - III. Product wise , stockist wise stock position
 - IV. Future analysis
- * The need to have hassle free easy reporting at front end.



Genetics of Business Automation

Empower CEO/CMD/Sales & admin,
Marketing, PMT, Distribution

Strategic interpretation of reports

Predictive analysis

Assisted forecasting

Primary-secondary analysis

Gifts and promotional management

Trend analysis

Stockist wise stocks at a glance

Product performance analysis

Claims management

Leave management

Sample management

PERFORMANCE THROUGH CLOSE BONDS

Empower Front Line

Easy reporting....**Just 6 minutes!!**

Predictive reporting

Fragmented reporting at
convenience

Primary and secondary
targeting analysis

CRM planning

Assisted planning tools

Additional efforts mapping tools- A boon
for sales team

Anywhere reporting



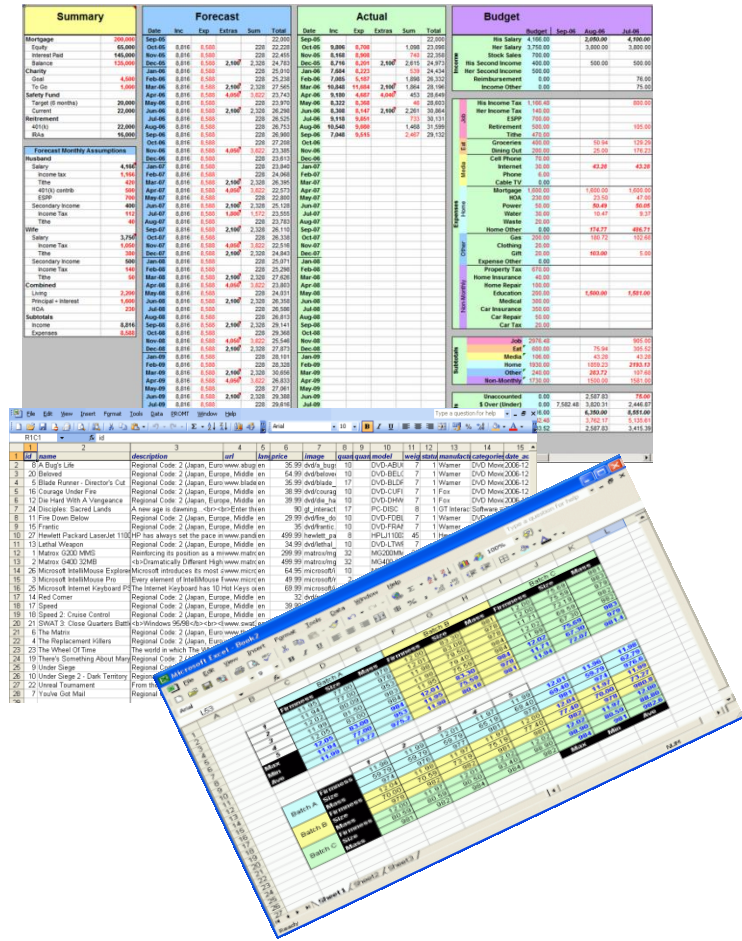
INTERPRETATION: Strategy and decision making- not just software

Does this mean something to you?



OR

Does this mean something to you?





Right interpreted Visuals + Analyzed Numbers

= Optimal Strategic Decisions

= Optimal Growth

= Optimal Top-line

= Optimal Capital liquidity

= Optimal Returns on Investment

= Optimal reward to stake holders

=

Business Process Automation

Built to serve strategic needs for over all performance and growth

	STAKE HOLDERS			
Key parameters	SALES & SALES ADMIN	PMT	DISTRIBUTION	CEO/CMD
Primary Secondary analysis	Efficient product demand planning	On time Brand Strategy Moderation	Better Logistic Management	Efficient funds saving- Better liquidity
stockist wise product position	sales prediction and performance analysis	Brand Clogging Prophylactics	Stock Optimisation	Funds Planning
Trend analysis	performance at a glance and identify key rectification area	Brand Lifecycle Management	Warehousing Optimisation	Investment Planning
Indicative tertiary report	relational validation of performance of field force	Strategy Validation	Secondary Management	Corporate / Brand Gratification
Statistical forecasting	responsible product demand prediction	Brand Rejuvenation	Space Planning	Forecast to Plan(F2P)
Brand wise analysis	Sales Strategy Validation	Product Mix Contribution	ABC Analysis	Corporate Image Stability
Territory wise analysis	Human Capital Management	Training Moderation	Evolved Supply Chain System	Leadership Visibility
primary-secondary Targeting	Brand Liquidation Planning	Brand Prescription Enablement	Stock Overload Prophylactics	Funds Allocation Planning
Operational Hygiene (Sample ,Leave, Claims, Gifts Etc)	Smoother Day-2 Day Transactions	Promotional Planning	Smoother Day-2 Day Transactions	Investment Sanctity
CRM budgeting and planning	Revenue Impetus	Managed Brand Endorsement	-NA-	Accelerated Time to Market
Profile Based Environment	More Time For Strategic Actions			



At the Sales rep end

- User friendly dashboard
- Report at convenience of bits
- Predictive entry
- Automated sales and expense planning
- Empower sales rep by mapping CRM expense to prescription
- Anywhere reporting



Just thought of sharing with you.....

- In India we have more than 22000 Pharma companies, 2 Lacs plus Pharma Distributors and Average 500 to 800 field force each company.
- FMCG companies counts are always higher than the Pharma counts.
- Almost all the companies has automated their business process: Full or Partial.
- Challenge: To understand the pain point still the client is facing and provide them the correct solution with integration. Implementation, Post sales customer support to be utmost strong to retain the client.



Welcome to
Strategic Business Automation

Thank You
Vijay Das