Bridging Enterprise Applications

Profile – Medico Suite | Medico@Excel

Enterprise Decision Support & Business Intelligence	**Medico eDSS**
Sales & Distribution	**Medico SD**
Samples & Promotional Inputs Distribution Systems	**Medico SG**
Sales Force Automation	**Medico SFA**

New!!!
Import Logistics module for global operations
Multiple currencies
Multiple languages for the UI – French, Spanish, Portuguese, Russian, Afrikaans

Excel Software & Systems Pvt. Ltd.

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Company profile

Founded in 1987 and headquartered in Mumbai (Bombay), India, Excel has been providing multi-tiered software solutions to major organizations in the public and private sectors spanning industry segments as diverse as Pharmaceuticals and Mutual Funds. It has been a long, interesting and empowering journey. Excel's experience spans various domains including SCM, Production, MRP, Sales and distribution and Finance.

Excel's early days involved projects for apex organizations of the Govt. of India like the **Ministry of Civil Aviation, HUDCO, Tamil Nadu Urban Development, Karnataka Housing Board, Madras Port Trust** and so on.

Some of these projects were in conjunction with the **World Bank** and the **European Community.** This created the platform to hone systems skills with international consultants in various domains like finance, housing and urban development, port management and operational MIS at the National level. While most software companies are capable of designing decent systems if they have an insight into the actual business domain, implementation requires special attention and specialized knowledge of the business processes. This is one of Excel's major strengths.

In 1993, Excel decided to focus on the Indian Pharmaceutical Industry. **The flagship product Medico was launched** to cater to the Pharmaceutical industry.

Excel's partners

JDA: JDA is the world leader in SCM, Demand planning and forecasting, Warehouse automation (Red Prairie). Excel is a strategic partner of JDA in India and SE Asia. Over 90% of the Fortune 500 companies worldwide use JDA for demand planning and forecasting.

Cloud Pact: Pioneers in mobile cross platform development frameworks, Cloud Pact offers the Mowbly framework. Excel uses the Mowbly framework to develop mobile applications that work seamlessly on Android, Blackberry, IOS and Microsoft devices.

With JDA and CloudPact, we deliver synergy – expertise and experience in multiple domains, futuristic mobile technology, integrity, attitude and purpose.

Medico Online SD

Excel's flagship product Medico is a leading S&D solution for pharmaceutical companies. Built on Java JEE7 and Oracle technologies, Medico has proven to be a mature and stable solution addressing the sales and marketing requirements of a majority of Indian pharmaceutical giants. Medico supports seamless integration with ERP systems of enterprises.

Medico is available in 4 versions covering the entire distribution supply chain from the factory to the consumer-

- **Medico Online SD for large pharmaceutical enterprises**
- **Medico for large distributors with multiple clients**
- **Medico for wholesalers**.
- **Medico for Retail chemists** or drug stores.

Several large manufacturers use Medico for SND at the national level – Boehringer, IndSwift, ICPA, Palsons, Takeda, Medley to name a few. Medico has over 2000 installations countrywide.

Medico Online

Medico was a dominant sales and distribution enterprise product by early 1995. By 2001 Medico was ported to Java client server technologies.

By 2006, the world woke up to the huge advantages of SOA (Service Oriented Architecture) and BPM (Business Process Modeling). Major corporations like IBM, Oracle, Microsoft and others started moving their development strategies towards SOA.
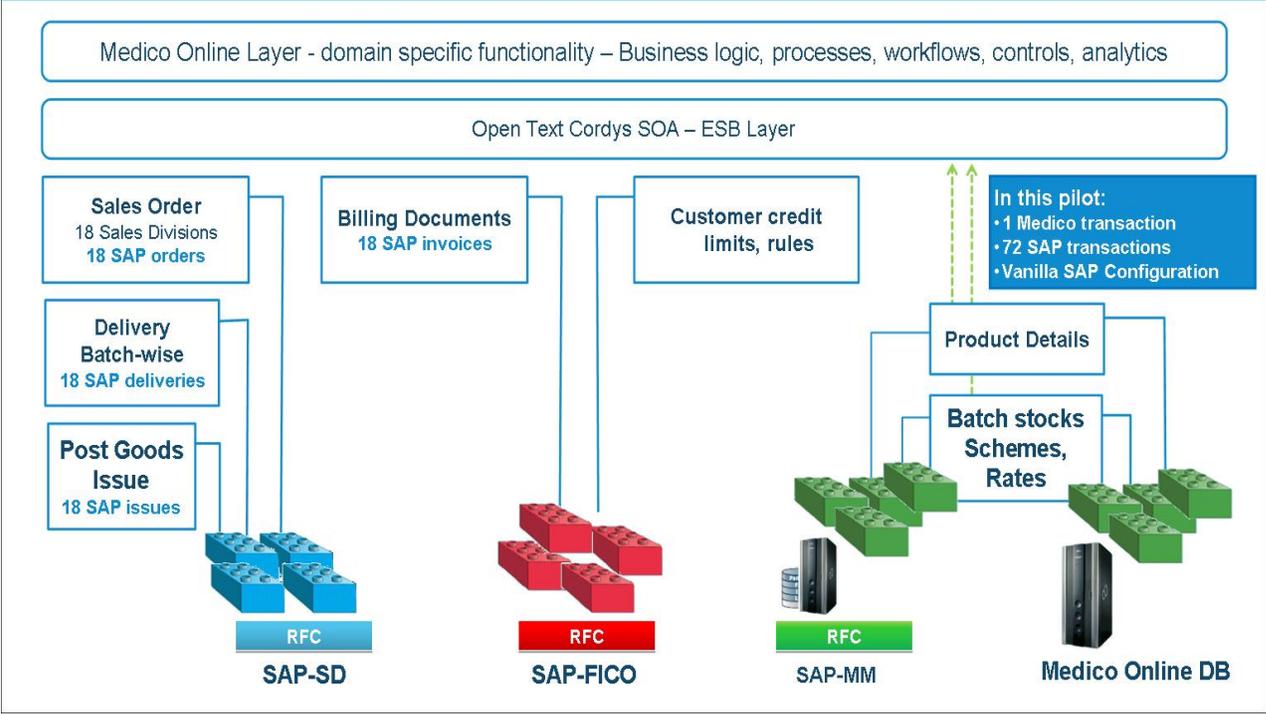
In 2007, Excel became an OEM partner with Cordys and decided to port Medico onto the Cordys BPMS - a modern architecture that not only embraces the advances in architecting enterprise solutions but also provides a robust, centralized architecture built to leverage enterprise computing on the Cloud using Web 2.0.

Open Text Process Suite as the Cordys BPMS is now called, is a modern platform that provides, in a single stack of technology, comprehensive capabilities for Rapid Application Development (RAD), Application Integration using SOA and Business Process Management. Built on a unified architecture, Cordys technology provides unparalleled ease, speed and flexibility for developing Web based applications using state of the art capabilities such as AJAX, Web services and executable Process models.

In 2016 we launched the latest version of Medico Online SD 4.5 built on open source Java Spring and Hibernate with Oracle.

The new SD-Channel version was launched including support for consumer goods, electronics and automobile industries. New features combined enterprise grade processes with retail and wholesale sales capabilities, multiple currencies, multiple countries, multiple language support.

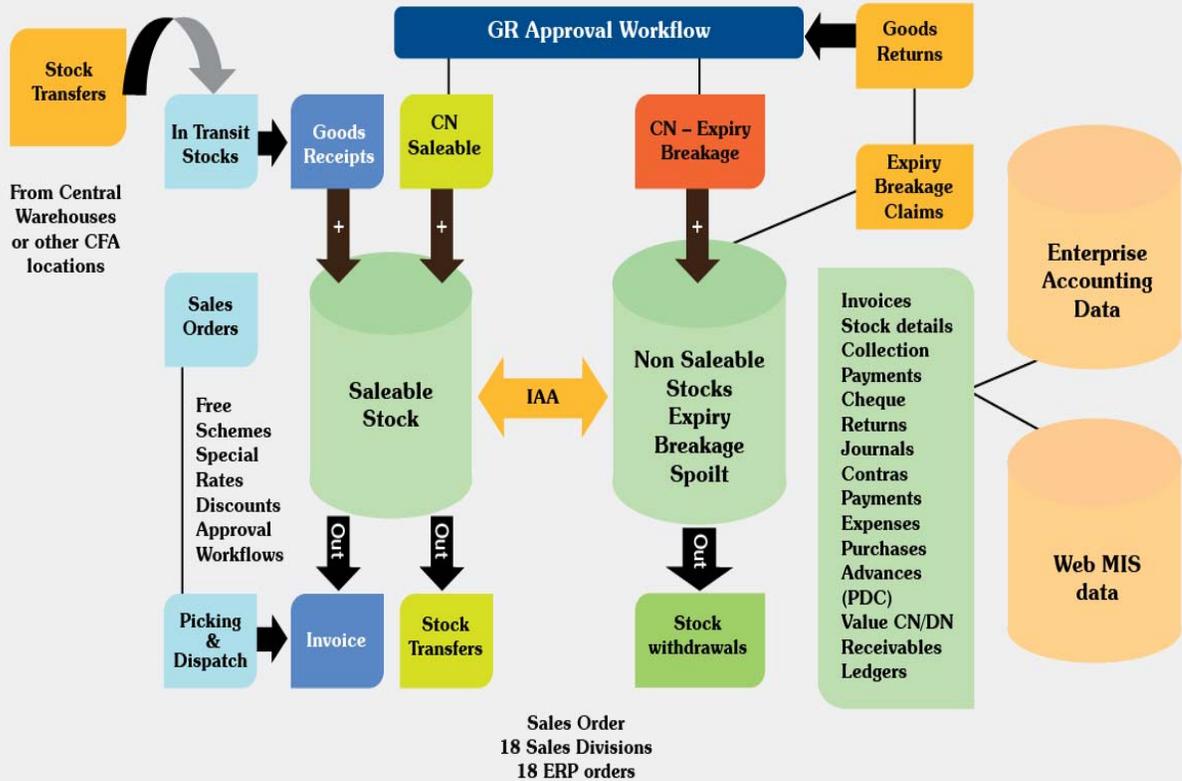## Medico Online - SOA integration using BPM

EXCEL

Medico Online Layer - domain specific functionality – Business logic, processes, workflows, controls, analytics

Open Text Cordys SOA – ESB Layer

Sales Order
18 Sales Divisions
18 SAP orders

Billing Documents
18 SAP invoices

Customer credit limits, rules

In this pilot:
• 1 Medico transaction
• 72 SAP transactions
• Vanilla SAP Configuration

Delivery Batch-wise
18 SAP deliveries

Product Details

Post Goods Issue
18 SAP issues

Batch stocks Schemes, Rates

RFC

RFC

RFC

SAP-SD

SAP-FICO

SAP-MM

Medico Online DB

Medico Online Functionality

EXCEL

Building business processes with agile clusters of loosely coupled web services

SD Module

Finance

Decision Support

Sales & Distribution
- CFA/CSA/Distributor channels
- Pre-configured VAT
- Warehouse management
- Logistics planning
- FDA/DPCO compliance
- Brand management

Finance
- Multiple companies
- Branch Accounts
- Divisional Credit control
- Audit features
- Budgeting
- CMS Integration
- Tax shelter reporting

Business Intelligence
- Business Analytics
- Sales performance
- Incentives
- Financial MIS
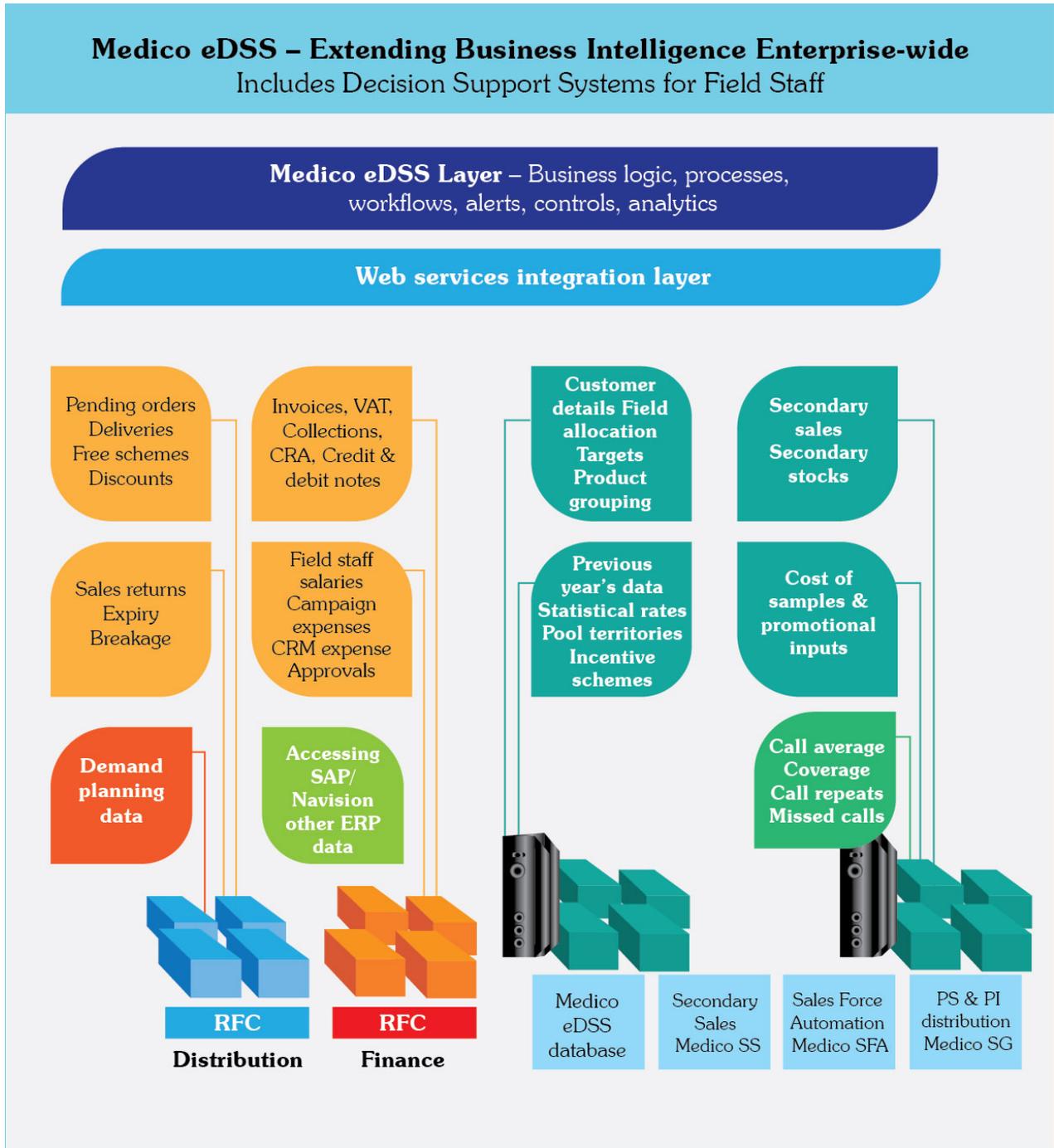- Demand planning

Medico Online SD V 4.5 – Data Flow Diagrams

Medico eDSS Decision Support Systems & Enterprise-wide BI

Product of the month – CIO Review – August 2014.

Medico eDSS – Extending Business Intelligence Enterprise-wide
Includes Decision Support Systems for Field Staff

Medico eDSS Layer – Business logic, processes, workflows, alerts, controls, analytics

Web services integration layer

- Pending orders, Deliveries, Free schemes, Discounts
- Invoices, VAT, Collections, CRA, Credit & debit notes
- Customer details Field allocation Targets Product grouping
- Secondary sales Secondary stocks
- Sales returns Expiry Breakage
- Field staff salaries Campaign expenses CRM expense Approvals
- Previous year's data Statistical rates Pool territories Incentive schemes
- Cost of samples & promotional inputs
- Demand planning data
- Accessing SAP/ Navision other ERP data
- Call average Coverage Call repeats Missed calls

RFC — **Distribution**

RFC — **Finance**

Medico eDSS database | Secondary Sales Medico SS | Sales Force Automation Medico SFA | PS & PI distribution Medico SG

Excerpts from the article in CIO Review magazine about Medico eDSS

As quoted by CIO Review Magazine

The pharmaceutical industry is undergoing several fundamental changes. As the pressure increases, pharma companies need to rethink and evaluate alternative business models, focusing on technologies like BI tools. In order to build a significant market share in an expanding and competitive drug market, pharma companies need information management solutions that allow them to make better business decisions thereby maintaining revenue growth.

However, the BI tools available in the market today do collate information but they are more tuned to detailed analysis at the corporate level and cater to analysts who have time to ponder over reams of data and information. Sales people, field managers and people on the move need quick and easy access to key information in simple practical formats with options to drill down, monitor KPIs, keep an eye on HQ level profitability and respond to SMS / email alerts. Identifying a need for an expansive BI solution that can be used by everybody across the organization, Excel Software & Systems Pvt. Ltd. a provider of enterprise consulting software has created Medico eDSS, an Enterprise wide Decision Support System and BI tool, which is more of an operational tool than an analytical tool.

It is focused on providing organizations with summarized information and key performance indicators that allow people in various roles in the organization, at different hierarchical levels to quickly access and monitor information to take decisions in real time. It includes various domain specific functionalities such as business logic, processes, workflows, alerts, controls and analysis.

Leveraging Industry Experience

Unlike an average BI installation that would have about 40-50 users, Medico eDSS can be used by everybody in an organization, right from the CEO to the sales person. "The product's objective is to bring everybody in an enterprise on the same page," says Uday Vijayan, M D, Excel Software & Systems Pvt. Ltd. The forward looking tool has been developed by Excel, an independent software vendor with experience in varied domains such as SCM, Production, MRP, Sales and distribution and Finance.

Product of the Month

Medico edSS: The Decision Support System for the Pharma Industry

By Rachita Sharma

The pharmaceutical industry is on the verge of an information revolution. Success in this highly competitive arena is increasingly becoming a function of being snappier and more fleet footed than ever whilst resolving operational issues across diverse geographies in global and local markers.

Although several BI tools are available in the market today, they are more tuned to detailed analysis at the corporate level and cater more to analysts who have time to ponder over reams of data and information.

Corporate head honchos, sales people, field managers and people on the move need quick and easy access to key information in simple practical formats with options to drill down, monitor KPIs, keep an eye on HQ level profitability, respond to SMS / email alerts and access approval workflows on the run. Extending BI tools across a large organization is both expensive and cumbersome leaving a gap.

Identifying the need for an all pervasive enterprise grade solution that could be used by everybody from the salesperson to the CEO of the enterprise, Excel Software & Systems Pvt. Ltd. a provider of enterprise consulting software has created Medico eDSS, an Enterprise wide Decision Support System, BI tool and Workflow Management System. Medico eDSS focuses on enabling operational efficiency in responding to real time corporate issues.

Medico eDSS focuses on providing enterprises with concise and creative insights about key performance indicators allowing executives in various roles at different hierarchical levels to rapidly access and monitor information to take decisions in real time. It includes many domain specific functional conveniences leveraging business rules, soft logic, complex processes, workflows, alerts, controls and analysis specific to the pharmaceutical, food and consumer goods industry.

Leveraging Industry Experience

While a typical BI installation caters to around 40-50 users, Medico eDSS is quite simply a way of life for everybody in the organization, right from the CEO and the board of directors to field sales people and factory staff. "The product's objective is to bring everybody in the enterprise on the same page, speaking the same management lingo across multiple IT applications every moment of the day on every kind of device – mobile or otherwise. We need to integrate both data and people." says Uday Vijayan, MD, Excel Software & Systems Pvt.

> **Medico eDSS focuses on providing enterprises with concise and creative**

Ltd. Excel is an ISV with experience in varied domains such as SCM, Production, MRP, Sales and Distribution, Marketing and Finance.

Every enterprise uses multiple applications for ERP, CRM and other business areas or in different group companies making extracting relevant information across the IT landscape of an enterprise a major challenge. "In over 20 years of providing enterprise grade products to the pharma, food and FMCG industries, we have watched people at every level struggle to integrate data from different applications and convert it into real time information that enable decision making responses at every level" explains Uday. Medico eDSS bridges this gap and goes several steps further.

Providing Strategic Advantages

Excel's decision support tool Medico eDSS, integrates data and people across multiple applications and diverse functional areas. Since every KPI affecting the health of the organization is at the fingertips of every executive, it makes everybody aware and accountable. This enables informed decisions to be taken in real

bution, ranking at e[...] level. Medico eDSS [...] tions from different a[...] its own database pro[...] kled multiple compan[...] across group compa[...] and branches. Com[...] nance teams use the[...] modules to monitor [...] level balance sheets a[...] down to monitor b[...] counts, view transact[...] es and credit notes, [...] and receivables, colle[...] cheque returns etc.

Distribution team[...] ment, manage stock[...] locations across the c[...] free schemes, sales r[...] of expiry, breakage a[...] Stock transfer planni[...] transporter planning[...] mation, field expense[...] provals, extended c[...] and other modules a[...] tility of the product.

Excel has a sui[...]
- Medico Online - S[...] bution, [...]
nance; [...]
Sales Fo[...]
& CRM[...]
- Promotional impact distribution; Medico SS – Secondary Sales monitoring. Familiarity with the ground realities involved in many key enterprise domains is a distinct advantage. Excel is a JDA, Open Text and Mowbly partner and is familiar with the challenges involved in integrating data from different applications for demand planning,

Medico SG

Medico SG is designed to manage the business processes related to allocation, warehousing and reporting of samples and promotional inputs for Pharmaceutical enterprises. We have partnered with many large pharmaceutical companies for similar Sample and Promo distribution management assignments over the past two decades – Pfizer, Bayer, Novartis, Indoco, Takeda, FDC, Unichem, Serdia, Vetoquinol, Alembic, Medley to name a few.

Objectives

Deploying Medico SG at your Pharmaceutical enterprise would typically involve the following objectives:

- Provide a web based platform for the product management team to generate Physician Samples (PS) and Promotional Input (PI) allocations in consonance with your enterprise's specific business rules and to monitor the fulfilment of these allocations at the warehouse online.

- Provide facilities for online monitoring of Goods Receipts as per purchase orders for samples and PI by the SCM team. Provisions for quarantining received stocks for QA approval.

- Provisions for online capturing of images of products received at the promotional input warehouse so that product / brand managers can check out whether the product delivered is as per P.O. specifications.

- Improve efficiency of dispatches at the warehouse by rule based auto dispatches conforming with approved allocations by product management teams in different sales divisions.

- Improve performance at the warehouse by providing facilities for interfacing with transporters, auto emails and SMS generation to field staff and concerned people at the corporate office.

- Improve visibility of business processes to the field related to allocation and fulfilment of allocation.

- Improve statutory and audit compliance via improved MIS, relevant reporting and Pharma industry specific checks and controls.

- Provide a continuously improving IT solution incorporating rapid response times to changing business needs.

Medico SG Process Flow
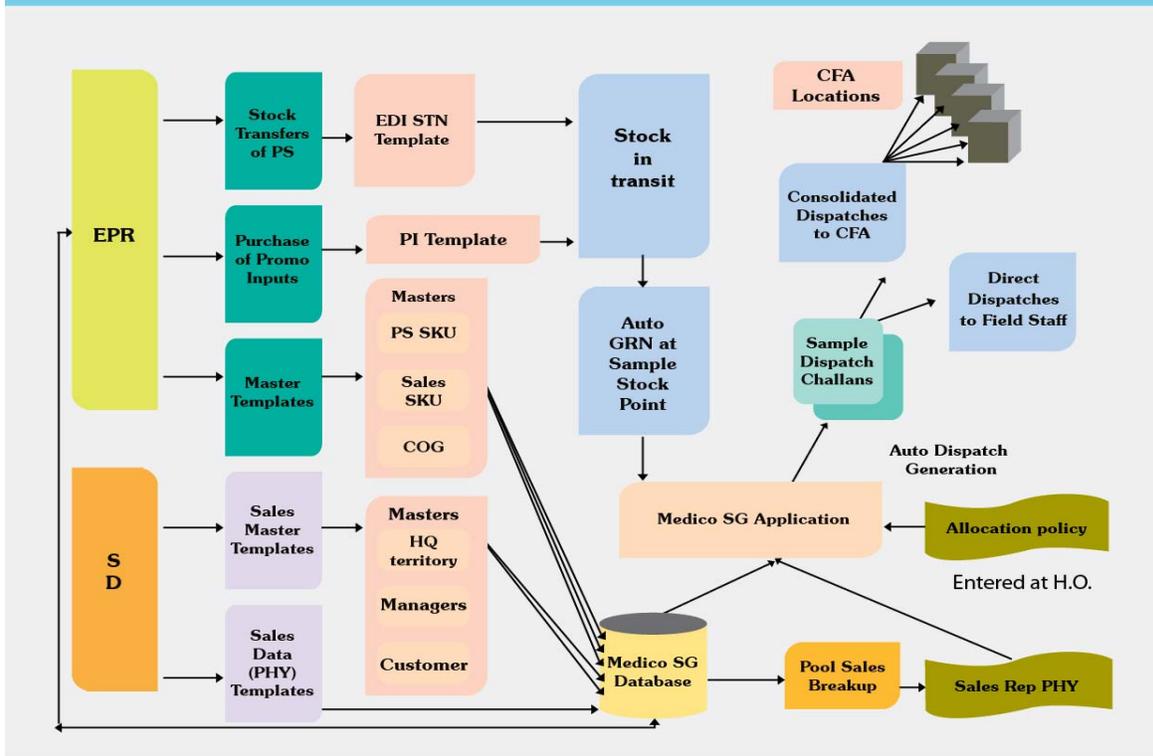
Roles and Responsibilities

Distribution Team

System Owner. Responsible for implementation/management of the system by the business user community, managing overall demand forecast for PS and PI, inventory at warehouses, transportation and logistics, interface with other departments and field people.

Sales Admin / Mktg Services

Daily updates of current structure of field sales teams – headquarters, Sales Reps, managers, pools, changes in field staff and their addresses, coordination with marketing and product management to ensure that services, PS and PI are properly allocated to the field staff.

Product Management Team

Generation of PS and PI allocation for the brands under their purview, coordinating with purchase and procurement and vendors to ensure availability of PS and PI, approvals for dispatches against allocation, out of turn dispatches

Procurement Team

Dealing with vendors and manufacturers to procure PI and to ensure availability of RM and PM for production of PS.

Warehouse Management Team

Warehouse Management Services - maintaining inventory at the warehouse, receiving and checking PS and PI SKUs, stacking, dispatching of PS and PI as per the approved allocation and dispatch instructions obtained from PMT and Distribution.

Medico SFA

Medico SFA is a sales force automation software application designed for the Indian pharmaceutical industry. We can customize Medico SFA to suit your unique needs.

It includes the following features:

- Doctors' Call management and reporting system
- Field expense claims and approvals with work flows
- Field staffs' leave application and approval
- Stocks of samples at field staff level
- Tour plan with deviations if any
- Route mapping and fare charts.
- Hierarchical drill down reports for managers.
- Field expenses & approvals for CRM
- Integration capabilities with Medico eDSS / other BI tools.
- Monitoring key performance indicators in the field

Client Profile:

International Funding Organizations

Karnataka Housing Board   - **A World Bank project**
Tamil Nadu Urban Development Project   - **A World Bank project**
Kharlands Development Program   - **European Community**

Apex organizations of the Government of India

Ministry of Civil Aviation
Madras Port (Ministry of surface transport)
BOI Mutual Fund
HUDCO

International Projects

ValuMedia.com – reverse auctions using mapping technology
Alban Communications (UK)

Large pharmaceutical enterprises

Pfizer India Ltd. (Pfizer, Wyeth Labs, PPIPL)
Bayer Zydus Pharma
Boehringer Ingelheim India Ltd - Germany
Novartis Ltd.
FDC Ltd.
Serdia Pharmaceuticals Ltd. - France
Takeda Pharmaceuticals – Japan
Vetoquinol – France
Ind-Swift Ltd.
Indoco Remedies Ltd.
ICPA Health Products Ltd.
Alembic Ltd.
Svizera Healthcare
Medley Pharmaceuticals Ltd.
Glenmark Laboratories Pvt. Ltd.
Marksans Pharmaceuticals.
Themis Chemicals Ltd.
Meyer Organics Ltd.
Unichem Ltd.

1. The **Medico Online** sales and distribution system uses JEE7 technologies – Spring, Hibernate, JQuery. Medico Online is a completely web based system with a centralized Oracle 11/12 database.

2. **Medico eDSS, Medico SFA and Medico SG** also use JEE7 technologies with the Struts framework and Hibernate with Oracle / SQL Server.

Hardware Requirements (For all our products)

Servers

2 servers - an Application server and a Database server are recommended with the following configuration:

Intel quad core single CPU, 32 GB RAM expandable, 4 x 1 TB GB HDD on RAID 10, Windows 2012 advanced server (64 bit).

The Medico Online, Medico eDSS & Medico SG applications will be deployed on the Application Server. Oracle 11G and the main application schema will be deployed on the Database Server.

User machines (At warehouses / distributor / retail outlets and for H.O. users)

Intel i3 CPU, 4 GB RAM, 500 GB HDD, CD ROM drive, high resolution monitors, standard mouse and keyboard. UPS with backup is necessary. **Windows 7, IE version 9.0 and above is essential on all user machines.**

Connectivity

Standard broadband 2 MBPS connectivity is mandatory at all user locations. Backup connectivity by way of data cards is recommended.

Software licenses

Medico Online uses Oracle 10G/11G. Y**ou need to acquire Oracle Standard One CPU licenses. SQL Server web cal licenses 8-10 will be needed for Medico SG.** The JSP and Java compilers, JDK environment, Apache Tomcat / JBoss server software we use are all free public domain software and need no separate licenses.

What we bring to the table:

Domain Expertise: Excel has been catering to the pharmaceutical industry for over 18 years. We are completely conversant with your requirements in the domain of sales and distribution, sales administration, marketing and product management and samples and gifts distribution. Our domain expertise spans several pharmaceutical companies across India with multiple businesses – Ethical pharma, OTC, Generic, Veterinary, Speciality drugs, Medical devices.

Plug & play product: The Medico product suite consists of ready to use products which are easy to configure and can be deployed immediately. Most of your customisation needs if any can be easily incorporated since the architecture is open and specifically designed for this need. You can literally plug and play with a deployment time of less than 4 weeks. It gives you an edge.

Cutting-Edge technology: Medico is built for the future on the latest Java EE7 framework and is designed for SaaS deployment on the Cloud using Web 2.0. Integration with mobile phones, palm-tops, I-pads, bar coding and integration with RFID devices can easily be added whenever required.

Security: Since Medico is designed for the Cloud, security is an important aspect of our architecture.

Simplicity: Unlike other enterprise applications, the Medico product suite is simple to understand, easy to deploy and can be easily handled by the end user in your organisation. Now you can forget about heavy customisation and training budgets. Medico-SD enables you to handle the entire Sales and Distribution and Finance functions without ever having to specify a debit or a credit.

Industry standard controls and processes: All our products are designed to be audited by global consulting companies. Since we deal with both multinational as well as large Indian companies, our systems and processes are standard, time tested and have passed through several audits.

ERP Integration in real time or batch mode – We can integrate in real time seamlessly with your SAP or other ERP systems using SOA/ BPM technology. We are also adept at setting up data bridges in a completely unobtrusive batch mode to pick up data from the ERP module or provide data in specific formats to it.

Multi-Company, Groups of companies, multiple country operations: Even if your operations involve groups of companies or if your operations involve multiple distribution networks in multiple countries, Medico can handle this easily. This enables lightning-speed integration and exception reporting across geographies.

Cost of sales: Integrating field costs incurred from the SFA system, cost of samples and PI from Medico SG and other integrations with applications on the periphery, Medico eDSS keeps track of the total cost of sales and can track the expenditure in each HQ and contrast it against the budgeted expenditure for each HQ and the overall budget for the division or the SBU.

Speed of implementation and migration from legacy systems: We can deploy and implement Medico SD country wide in 4-6 weeks flat. We can **migrate** your existing masters, stocks and outstanding to the new system quickly since we have pre-configured templates for this purpose. Minimal training is required since the system in intuitive and easy to learn.

Service & support: At Excel, we believe in enduring client relationships. We help you with database tuning, product upgrades, statutory changes and enhancements for a fraction of the costs charged by the industry.

Conclusion:

The Medico Online, Medico eDSS, Medico SFA and Medico SG solutions bring to you the rich Pharma specific functionality of Medico on SOA/BPM, JEE 7, Oracle and SQLServer platforms that are conducive to fast responses to a changing business environment globally. SOA/BPM is the latest technology platform and organizations like Oracle, IBM, Microsoft and many others globally have embraced SOA for their future development.

When you bring in a new system, cutting edge technology coupled with complete functionality corresponding to your domain is of paramount importance. The Medico Online suite is designed with this in mind.

We would like an opportunity to meet you and demonstrate our products and expertise and engage with your functional and operational decision makers to put together the ideal solution for your unique needs.

We hope to play a vital role in the years ahead at your company and look forward to partnering you in your growth.

References

1. **Bayer Zydus Pharma Ltd.**   Medico SG since Nov 2012

   Ashwin Trivedi - IT Demand Manager   ashwin.trivedi@bayer.com
   Abhishek Kaushal - Sr. Manager Business Apps   abhishek.kaushal@bayer.com

2. **Pfizer India Ltd**.   Medico suite of products since 2005

   Mr. Dilip Bhatt   - Senior IT manager handling SCM   Dilip.V.Bhatt@Pfizer.com
   Madhu, Gopinath - Business Technology Sr Manager   Gopinath.Madhu@pfizer.com

3. **Novartis Ltd.**   Medico SG since August 2016

   Mr. Chetan Rane   chetanrane@keyurag.com
   Mr. Rajan Patankar – Distribution head   rajan.patankar@novartis.com

4. **IndSwift Ltd., Chandigarh**   Medico Online since 2010
   40 locations, 9 divisions, 1200 field staff

   Mr. Mohinder Awasthi – VP Distribution and Mktg Services   mohinderawasthi@indswift.com

5. **ICPA Health Products Ltd., Mumbai**   Medico Online since 2010
   20 CSA locations, 500 field staff
   Mr. Rohit Mehta – Managing Director   rohitmehta@icpahealth.com
   Mr. Dhawal Rajda – IT Head   dhaval@icpahealth.com

6. **Boehringer Ingelheim India Pvt. Ltd.**   Medico Online since Jan 2010
   20 locations, 6 divisions, 700 field staff
   Ms. Jasmine Gorimar Manager IT   jasmine.gorimar@boehringer-ingelheim.com
   Thomas Wilmesmeier - Director   thomas.wilmesmeier@boehringer-ingelheim.com
   Pritesh Rajpurkar – Finance Head   pritesh.rajpurkar@boehringer-ingelheim.com

References – contd…

7. **Takeda Pharmaceuticals India Pvt. Ltd.**   Medico Online since Aug 2014
   3 locations, 2 divisions, 150 field staff
   Vinay Potdar Finance Head   Vinay.Potdar@takeda.com

8. **Medley Pharmaceuticals Ltd.**   Medico since April 1995

   Qazi – GM Distribution   qazi@medleylab.com

9. **Serdia Pharmaceuticals India Ltd.**   Medico SG since Aug 2015

   Girish Sharma - CIO   girish.sharma@servier.com

10. **Indoco Remedies Ltd.**   Medico SG since Aug 2010
                                                                 Medico eDSS Jan 2013
    Victor D'Souza – Sr. Manager Marketing Services   victord@indoco.com

11. **Unichem Laboratories Ltd.**   Medico SG since Aug 2011

    Ajit Navare - Vice President - IT   ajit.navare@unichemlabs.com
    Jitendra Bhome – Sr. Manager IT   Jitendra@unichemlabs.com

12. **Vetoquinol India Animal Health Pvt. Ltd.**   Medico SFA since Jan 2015
    A division of Vetoquinol (South Africa)   Medico SG since Nov 2016

    Govind Baga Rao - Vice President – Finance   govind.bagarao@vetoquinol.com

    Gautam Chatterjee – CEO   +91 22 61322609