

Case Study

ElegantJ BI Business Intelligence

**ElegantJ BI Business Intelligence
Implementation for a leading Pharmaceuticals Company in India**



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Case Study

ElegantJ BI Business Intelligence Implementation for a leading Pharmaceuticals Company in India

Client

The client is a leading publicly listed Pharmaceuticals Company with a large shareholder base. The company manufactures all major dosage forms such as Tablets, Capsules, Injectables, Syrups, Ointments, etc.

Its present manufacturing plant is spread across 30,000 sq. meters and is equipped with an ultramodern laboratory with state-of-the-art equipment for in-house quality assurance of all products. The product range covers major therapeutic segments with special emphasis on Gynecological and Orthopedic specialties.

The client's manufacturing facilities conform to WHO-GMP standards and are duly accredited with GMP and ISO 9002 certifications.

The Objective

The client operates its business at various locations throughout the country and is finding it increasingly difficult in taking appropriate decisions at the right time since this requires analysis of data scattered in different functional areas. They thus felt the need to have a comprehensive, consolidated and uniform multidimensional information architecture using which they could perform

different analysis operations (Data mining) and extract relevant information from the vast silo of available data.

In short, they required a tool that would help them derive accurate MIS reports by integrating, transferring and accessing data scattered across different functional areas and applications.

The core issues or challenges that were identified included:

- ERP system and other Enterprise applications spread across various entities did not adequately support the organization structure, resulting in silos of databases and information
- Different databases for various entities and departments made it difficult to consolidate data through standard reporting system
- Being a publicly listed company and a growing organization, the client needed timely reports to ensure both statutory compliance as well as organization performance
- Defining and monitoring KPIs across the organization for performance management
- Dynamic ad-hoc analysis at various levels for faster, more confident decision making
- Reduce workload on client's IT department due to constant requests for new reports and MIS scenarios



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- Adaptability to different ERP systems and popular data sources
- A cost effective BI solution that could cope with growing data in the organization

To face these challenges, the client needed a powerful Business Intelligence solution built on industry standard architecture that was flexible enough to connect all data sources available now, and in future. Client expected the BI system to answer all business critical questions in an efficient, timely and accurate manner.

The Solution

The ElegantJ BI team developed and presented Proof of Concept to the client to show how ElegantJ BI would satisfactorily address all their functional and technical needs. The PoC deployment was then analyzed and verified by the client's technical and management team. After an extensive and rigorous evaluation, the client chose ElegantJ BI as their enterprise BI solution.

Elegant MicroWeb helped the client team to define functional areas, identify effective KPIs and implement them within the BI solution. Elegant MicroWeb also assisted client team in creating a comprehensive, consolidated data warehouse from various data sources, and then integrating ElegantJ BI with

the central data warehouse. Using this data warehouse as source data, ElegantJ BI was configured to build multi-dimensional cubes and subsequently develop various analytical objects. Automated Delivery and Publishing agent was used to deliver critical reports and objects via email at predefined frequency to the management team.

Workshops on BI concepts & best practices, system administration, as well as end user training were conducted for power users who in turn trained other users in the organization. Best practices for design of data warehouse, cube structures and analytical objects were established which helped users harness the BI potential to its fullest.

The entire training program lasted 3 days and worked as a self starter package leading to significant reduction in Total Cost of Ownership.

The client's IT team performed majority of tasks on their own during the implementation phase while the ElegantJ BI team provided technical & functional support, and hand holding to the client's team wherever required. Implementation of ElegantJ BI was accomplished in less than 10 weeks.



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Technology & Platform

- Server : Intel based
- O.S. : Windows
- ERP : ERP from local vendor
- Backend(Database) : SQL Server 2008 and others

Key business intelligence objects implemented in the first phase of deployment include:

Sales

- Territory and Product Group wise monthly sales
- Segment wise sales - Government, Institutional, Export
- Segment wise receivables
- Aging analysis of outstanding dues
- Regional Manger wise sales performance
- Tax payable - Region wise and Tax type wise
- Discounts v/s Sales

Warehouse

- Warehouse wise stock movement
- Non moving stock - monthly aging
- Warehouse wise stock expiry - prediction in months
- Warehouse wise monthly stock valuation
- Product group wise costing
- Warehouse wise stock reconciliation

Accounts

- Monthly Sales v/s Collection
- Category wise expenses
- Region wise Sales v/s Expense - Ratio Analysis
- Vender Group wise outstanding payable
- Unadjusted Payments analysis



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File Tools Analysis View

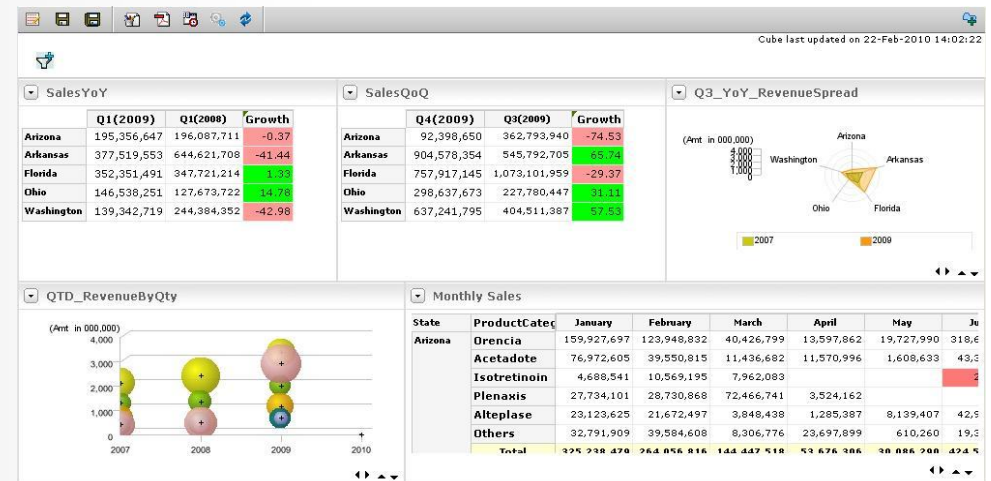
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| State | ProductCategory | January | February | March | April | May | June | July | August | September | October | |
|----------|-----------------|--------------------|--------------------|--------------------|-------------------|-------------------|--------------------|-------------------|-------------------|--------------------|-------------------|-----------|
| Arizona | Plenaxis | 27,734,101 | 28,730,868 | 72,466,741 | 3,524,162 | | | 9,126,158 | 1,117,387 | 49,365,015 | 8,383,579 | |
| | Orencia | 159,927,697 | 123,948,832 | 40,426,799 | 13,597,862 | 19,727,990 | 318,622,513 | 25,760,955 | 8,645,414 | 37,720,782 | 49,368,092 | |
| | Aripiprazole | 1,427,216 | 6,293,227 | 1,844,324 | 1,590,969 | | | | 64,872 | 1,449,483 | 53,416 | |
| | Sectral | 11,768,582 | 6,414,314 | | | | | 17,535,071 | 100,429 | 6,612,006 | 2,601,747 | |
| | Tylenol | 19,464,322 | 17,018,577 | 2,886,023 | 22,046,322 | 469,361 | 1,843,260 | 2,784,657 | 5,426,951 | 6,641,239 | 1,849,185 | |
| | Isotretinoin | 4,688,541 | 10,569,195 | 7,962,083 | | | | 296,025 | 1,696,926 | 1,313,088 | 200,921,451 | 6,263,374 |
| | Acetadote | 76,972,605 | 39,550,815 | 11,436,682 | 11,570,996 | 1,608,633 | 43,344,444 | 17,186,527 | 4,058,839 | 37,137,797 | 11,467,290 | |
| | Soriatane | 131,790 | 9,858,489 | 3,576,428 | 60,608 | 140,898 | | 1,601,153 | 351,528 | 200,529 | 674,688 | |
| | Alteplase | 23,123,625 | 21,672,497 | 3,848,438 | 1,285,387 | 8,139,407 | 42,910,477 | 5,483,386 | 12,173,212 | 415,735 | 9,793,461 | |
| | Total | 325,238,479 | 264,056,816 | 144,447,518 | 53,676,306 | 30,086,290 | 424,551,789 | 63,704,633 | 34,636,332 | 339,067,971 | 90,401,436 | |
| Arkansas | Plenaxis | 68,563,833 | 158,743,159 | 229,492,351 | 241,935,817 | 170,967,221 | 308,234,325 | 107,326,001 | 31,303,431 | 76,159,537 | 98,891,527 | |
| | Orencia | 104,670,176 | 125,764,973 | 141,492,639 | 1,174,570,414 | 146,669,818 | 223,085,192 | 180,993,698 | 35,537,465 | 102,151,850 | 75,289,832 | |
| | Aripiprazole | 7,970,923 | 2,569,914 | 28,929,048 | 37,599,922 | 10,080,143 | 5,113,695 | 14,183,433 | | 9,249,233 | 10,370,336 | |
| | Sectral | | | | | | | | | | | |
| | Tylenol | | | | | | | | | | | |

Cube last updated on 22-Feb-2010 14:02:22



Screenshots not from actual implementation, and shown for relevance only.



File Tools Analysis View

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Column » 2009

| EmployeeName | Quarter 1 | | | Quarter 2 | | | Quarter 3 | | |
|-------------------|-------------|-----------|-----------------|-------------|-----------|-----------------|-------------|----------|-----------------|
| | GrossSales | SalesQty | EmpContribution | GrossSales | SalesQty | EmpContribution | GrossSales | SalesQty | EmpContribution |
| Boddy Jones | 266,522,492 | 1,754,460 | 22.01 | 437,561,412 | 2,150,040 | 9.91 | 806,555,135 | 336,157 | 30.86 |
| Bruce Adamson | 196,107,651 | 1,647,870 | 4.44 | 172,473,972 | 780,714 | 6.60 | 50,702,382 | | |
| Christine I Haas | 1,695,499 | 28,500 | 0.14 | 102,654,469 | 813,960 | 2.32 | 72,143,410 | 80,131 | 2.76 |
| Daniel S Smith | 6,331,616 | 123,980 | 0.52 | 201,506 | 14,820 | 0.00 | 4,251,490 | 37,106 | 0.16 |
| David Brown | 70,306,651 | 772,091 | 5.81 | 120,658,256 | 1,177,620 | 2.73 | 98,809,154 | 373,524 | 3.78 |
| Heather Bruce | 144,709,371 | 1,404,190 | 11.95 | 668,999,230 | 2,761,080 | 15.15 | 146,994,526 | 607,452 | 5.62 |
| James H Walker | 10,663,414 | 247,540 | 0.88 | 86,955,290 | 722,760 | 1.97 | 72,329,629 | 152,948 | 2.77 |
| Jason V Mehta | 31,446,185 | 383,330 | 2.60 | 2,562,384 | 21,090 | 0.06 | 25,233,650 | 111,348 | 0.97 |
| Janifer Jefferson | | | | 664,249,090 | 1,397,070 | 15.04 | 86,137,723 | 251,047 | 3.30 |
| Jennifer K Lutz | 42,199,092 | 359,360 | 3.48 | 184,650,542 | 1,016,880 | 4.18 | 201,005,182 | 438,044 | 7.69 |
| Jennifer Paul | 339,209,280 | 1,101,240 | 7.68 | 53,218,617 | 266,071 | 2.04 | 6,746,322 | | |
| Makihiko Takako | 83,000,436 | 888,776 | 6.85 | 602,145,646 | 2,079,360 | 13.64 | 60,618,149 | 175,309 | 2.32 |
| Maria L Perez | 73,323,124 | 566,750 | 6.05 | 15,932,720 | 233,130 | 0.36 | 26,688,835 | 118,088 | 1.02 |
| Naude F Setright | 115,092,066 | 599,538 | 9.50 | 3,165,466 | 27,930 | 0.07 | 30,072,825 | 111,026 | 1.15 |
| Sally A Kwan | 1,133,063 | 23,370 | 0.09 | 65,872,922 | 904,020 | 1.49 | 140,833,526 | 191,995 | 5.39 |
| Sybil P Johnson | 78,292,095 | 588,500 | 6.46 | 14,916,210 | 230,280 | 0.34 | 5,602,201 | 134,196 | 32.26 |
| Vuong Paul | 37,409,812 | 543,680 | 3.09 | 209,219,309 | 1,020,870 | 4.74 | 310,529,988 | 579,114 | 11.88 |

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Elegant MicroWeb's Role

Keeping in mind the needs and business functions of the client, ElegantJ BI provided dedicated consultancy and support services to the client for:

- Installation & Connectivity with Data Sources
- Designing consolidated data warehouse
- BI Concepts and Best practices sessions
- Technical training
- Administration training
- Business Analyst training
- End user training

Conclusion

ElegantJ BI team successfully implemented Business Intelligence solution that addressed all needs of the client. The ElegantJ BI team defined and implemented effective KPIs suited to client's business functions and monitored their performance using various BI tools incorporated in ElegantJ BI Suite. This helped client teams answer critical business questions and derive desired information within a specified timeframe.

ElegantJ BI's primary value propositions – Simple to use, Practical to deploy, and Affordable to all contributed to the success of the project.

In addition:

- Rapid implementation of Proof of Concept was done in 3 days while the system was up and running and made available to all users within ten weeks.
- The simple, easy to use, intuitive interface reduced training needs and ensured more user acceptance
- Ensured that users at various levels could create reports and analytics on their own, without any programmer or developer support
- Enterprise architecture with zero foot print browser interface ensured rapid roll out across various divisions to large number of users
- Low cost of acquisition, Short rollout time, less training needs, added to lower TCO

ElegantJ BI has been a perfect fit for this client, optimizing the value of their existing ERP application and converting their information requirement challenge into a huge competitive advantage at an unbelievable cost and time.

The success of this project provides a perfect example of how ElegantJ BI's superior architecture, simplicity of use and short implementation cycle helps leverage value of customers' existing IT investments and offers the best TCO to customers.



ElegantJ BI
Simply Smarter!

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