



targeted . corroborative . decisive

# INSIGHT; BI Reporting



# Insight, a case study

A leading pharmaceutical company with commercial operations in more than 70 countries ubiquitous presence



in the EMENA, USA & Latin America region, employing 1000 + employees with gross revenue of about 500+ million USD. Excellent commercial infrastructure, enabling our client to bring high quality & affordable medicinal products across the world.

## CHALLENGES:

- No clear visibility of stock to independent local markets
- Facing penalties on grounds of not being able to serve the tender market, impacting revenue margins
- Lack of real time visibility of sales & MIS data
- No visibility on competitor trends, analysis and pricing
- Truancy of a unified transaction & reporting system, leading to mislead of information
- Manpower engagement to prepare data vs unlocking data to make vital management decisions

## ALTERNATIVES:

- Local market to prepare MIS data in Excel & Regional team to consolidate on submission of data by local market – Chances of error as manual intervention to produce & consolidate sales & stock and MIS data, no real time information
- Teams to connect different markets to know stock positions – huge loss in terms of time & communication

## PROPOSED SOLUTION:

- Implementing a sole/unified enterprise system across all independent/local markets
- A cloud-based reporting tool with Power BI designed reports connecting to a cloud data warehouse, capturing data from sole/unified enterprise transactional system using SSIS technology in to data warehouse
- Reporting tool bringing visibility to real time sales, stocks aiding vital decisions for field executives for committing orders to customers & there by reducing penalties on not being able to server orders

## BENEFITS:

- Real time & accurate transactional data transformed to informed data
- 60 Hours/week saved on knowing and communicating stock position
- 40 Hours/week on preparing MIS data & consolidation
- Decision making made quicker, informed & easy
- Operational efficiency improved by 20%
- Improvements in revenue recognition

Tab 1

For more details or DEMO please write us at [sarjen@sarjen.com](mailto:sarjen@sarjen.com)