



## Client profile

Having an extensive presence in North America, South America, Europe, Australia, New Zealand and South Africa, MENA and Asia Pacific region, our client is one of the fastest growing generic Pharmaceutical Company. It deals in the area of Oncology, Cardiology, Neurology, Nephrology, Urology, Psychiatry, Diabatology, Pain management and Gastroenterology, marketing more than 130 products in more than 60 countries.

## Business situation

As it deals with more than 130 products and marketing it in more than 60 countries. Every country has its own specific need, distribution pattern, and government initiatives, regulatory guidelines and culture hence to track the profit-loss status of every individual country was very tedious task. Earlier our client used to use hybrid or excel based system to manage that but that manual system was not very effective to provide the management the real time country specific profit-loss status.

## Business complexities

- Huge decentralized data in different silos
- Lack of transparency, security and control
- Error prone, time and cost consuming
- Increase gap between budgeted and actuals
- Unable to track real time profit-loss status of individual country
- Lack of alignment between planning, budgeting and corporate goals
- Could not keep-up with growing business model

So our client decided to bring process automation hence started looking for the solutions. They approached multiple vendors and selected three for the detailed presentation. Finally selected Sarjen Systems due to our in-depth domain knowledge and expertise, project management skills, techno functional team and the huge list of our global clients.

## Solution overview

Our expert team did an in-depth analysis of their whole processes, understood their pain areas and organizational objectives and provided them an easy solution in excel format as they were very much comfortable in Excel.

We provided them Financial Budgeting and Forecasting application as an Excel plugin which they can use with the simple user id and password. This solution allowed our client to do Financial Budgeting and Forecasting for multiple countries to easily track the profit and loss individual country is making.

## Benefits derived

- Centralized, secure and standard format
- Enhanced transparency, visibility and profitability
- Reduce time, cost and effort required
- Easily finding out the reasons for the variances to take remedial action
- Fixing accountability for continuous performance management
- Effective profit planning by the top management
- Better alignment between budgeting, planning and corporate goals
- Dynamic solution easy to upgrade
- Real time profit-loss insights help management to take right decision at right time
- Easy to access with 24\*7 availability
- Anytime, anywhere and on the go

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