Customer Background and Landscape, Development Requirement

Abbott India Ltd.

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- ✦ Abbott India Limited, a publicly listed company and a subsidiary of Abbott Laboratories, offers high-quality trusted medicines in multiple therapeutic categories such as women's health, gastroenterology, cardiology, metabolic disorders and primary care.

- ✦ It offers over 400 trusted pharmaceutical brands; a variety of nutritional products for infants, children, active adults and people with special dietary needs; medical devices, including blood glucose meters, vascular devices and various diagnostics solutions.

- ✦ Enhanced Software Solutions is the preferred IT partner in terms of IT deliverables for decades and are engaged with end to end delivery of application development & support.

Abbott India ltd.

CHALLENGES IN ENVIRONMENT____

- Field Force to access various application for reports
- Lack of consolidation on data/reports creates confusion and delays the decision makin in business meetings
- Various versions of data with dependency on various business team on information
- Manual process leads to in-acurracy and maintenance.
- Delays in clearance and approvals, no visibility of service requests

PROGRAM OBJECTIVES____

- Derive Secondary sales data based on Primary sale
- One System for all data points and KPI metrices
- Eliminate the manual process of incentive calulation for field force (approx.6K)
- Eliminate the manual customer creation process which involves multiple stakeholder actions, approvals and ease document maintenance

Single source of more than 100 KPIs

Zero maintenance of documents; Reduced dependency & time; Improved visibility

Accuracy and improved speed

"I sincerely appreciate your hardwork over the last few months to ensure that the BPM release for all 19 divisions happened in time.

These templates play a pivotal role in ensuring effective diagnosis and action planning by the sales force. So do keep up the good show as we continue to scale this process.**"**
– General Manager - SFE -

Abbott India Ltd.

SOLUTIONS

✦ Complete environment study to understand improvement scope

✦ Web application to integrate all data in one system

✦ Provision to create new KPIs on the data & reports

✦ Incentive Management System(IMS)

✦ Web application on the defined process(workflow) with approvals matrix and SLA's

BENEFITS

✦ Standard readily available reports for the users under one system

✦ Improved efficiency and accuracy in the process

✦ IMS allows its users to dynamically create various schemes on incentives; based one's performance & eligibility & it calculates the incentives he earned in just few clicks

✦ Process becomes mandatory when it is enforced through a system; Reduced follow up calls and reminders

✦ Readily available documents/reports for audit compliance

✦ Overall improved visibility and accessibility of information

1. **100+**
   KPI'S Monitored

2. **2500+**
   Manday Efforts of SF Saved

3. **80%+**
   Speedily Report Available

4. **100%**
   Accuracy & Timely Delivery

5. **100%**
   Data Visibility

6. **75%**
   Reduced Dependancy