

Reflection 1 : Student Internship Profile

Please complete all fields.

Name:	Ruchit Bhardwaj
Company:	ZS Associates Inc.
Department/ Team:	Software Development
Project Name:	ZAIDYN Field Performance

1. Describe the company at you are interning:

ZS Associates Inc is a firm that specializes in providing sales and marketing assistance along with professional services. They predominantly deal with the pharma market and works in close relations with 49/50 largest drug makers. ZS also works with the top 17 of the medical device makers. Lately, ZS business has been expanding from healthcare to high-tech, financial services and beyond. With its latest tech product – ZAIDYN (the intelligent, cloud-native platform), ZS now has a strong PaaS (Platform-as-a-Service) offering which includes Customer Engagement, Field Performance, Data & Analytics, Clinical Development and Patient Services.

2. Please summarize your responsibilities:

Software Development Interns have to solve complex business problems and provide technology-based solutions. My responsibilities as a Software Development Intern includes closely working with my supervisors so that I can implement full-stack features. I am expected to get hands on how Software-as-a-Service (SaaS) product development is done. Sharing my expertise and mentoring junior developers is also something that will be expected of me. One of the core fundamentals of working in the software industry is to get acquainted with the Software Development Life Cycle (SDLC) as a part of which, I will have to understand and actively take part in the Agile methodology.

3. Describe the team and/or role that you have been assigned:

For my summer internship at ZS Associates, I am a part of the ZAIDYN PaaS (Platform-as-a-Service) offering of ZS. ZAIDYN, under its umbrella, has a host of products, which include

- Customer Engagement
- Field Performance
- Data & Analytics
- Clinical Development
- Patient Services

Specifically, I have been assigned to the Field Performance track where I will be working with the Field Incentives team. The FP track mainly works on optimizing the field deployment for each local healthcare market and motivate the entire field force with dynamic field planning and incentive structures. Under the hood, the Field Performance track has 3 sub-teams –

- Field Deployment
- Field Incentives
- Field Activation

4. Describe project(s) you will be undertaking:

As a Software Engineer Summer Intern, I have been assigned 2 projects that I will be working on –

1. **Software Development Tutorial:** This tutorial project will serve as the baseline to onboard a new hire to the tech-stack that ZS uses for software development. As part of the 'Sales Attainment Rank Problem', I will have to develop a web application which can help the sales pharma companies in evaluating the historical sales data of a drug. Insights on the user interface dashboard will have to be updated daily after running the business logic at (scheduled) defined time.
2. **Field Performance (Field Incentives Module):** The Field Performance team focusses on optimizing field deployment for each local healthcare market and motivate the entire field force with dynamic field planning and incentive structures. Being a part of the Field Incentives feature team, I will be responsible for developing algorithms that would motivate the sales team with personal and rewarding incentives. At any given point in time, every field rep will be able to see where they stand relative to the incentive compensation plan.