Enhancing the sales growth of a global biopharma company significantly

A Sify ForumNXT Case Study in Pharmaceutical Industry

Client Profile

The Client is a global biopharma company that develops, manufactures, and markets pharmaceutical medicines, vaccines, and consumer healthcare products. It is working to unite science, technology and talent to get ahead of diseases by prioritizing innovation in vaccines and specialty medicines.

Business Problem

With a PAN-India Operation, the Client was facing a range of problems in the Distributor Management space including Channel Conflicts, Inventory Management, Communication and Coordination, Performance Monitoring, Channel Partner Enablement, Market Saturation, Channel Management Complexity, Technology Adoption, Regulatory Compliance and Pricing Pressure.

Client Challenges

Ensuring constant availability and regular supply of crucial medicines stock	Lack of timely data availability, delays in strategic decisions
Manual process for scheme & claim management	Delay in claims processing impacts Distributor ROI
No tracking of Trade Assets, leads to monitory losses	No traceability of stocks of distributor locations
Manual Stock replenishment process consumes a lot of effort from salespeople and distributor	Multiple systems create inconsistency in the Master, leading to erroneous analytics

Sify as a modern retail solutions partner

Sify's ForumNXT Solution automates secondary sales processes to integrate their supply chain including distributors and retailers to maximize sales volumes. The Client could now plan their GTM faster with actionable insights and real-time visibility across their supply chain ecosystem.

ForumNXT™

A cloud-based retail intelligence platform that integrates and automates supply chains with a distribution network to provide real-time visibility into inventory, sales, collections, and claims data. Strategize and prioritize value across different product segments to grow revenue.

SFA Mobility Solution

Our next-generation SFA mobile application is used by salesmen to carry out sales transactions seamlessly on the go. It helps with visibility on shelf space occupancy, insights on which products are doing better, promotion of new content assets, instant feedback from retailers, and expediting product launches.

Why Customers choose Sify

- 16+ years of experience in the market with 20,000+ deployments in 545 Indian cities and towns
- Integrated solution for distributor, dealer management, smart field force and retail management
- Easy-to-use cloud-based solution available on pay-per-user model
- Integration capabilities with legacy enterprise resource planning (ERP) solutions
- Enhanced profitability by integrating distributors' operations with organizations' processes

Sify ForumNXT Solution

SIFY IMPLEMENTED
ForumNXT at 870+ distributor sites across India and SFA for 3600+ field force

SIFY INTEGRATED
with JDE for Master Data Management

SIFY CENTRALIZED
support solution for Distributor and corporate user training, change management and continuing support model

Business Impact

Sify's ForumNXT was a boon to the pharmaceutical company helping them in multiple ways: Optimize revenues, profits, and profitability by Order Forecasting, Offer real-time visibility into distribution channels, Improve inventory management, Build and improve business relations, Lower hiring costs to monitor transactions, Right-sizing and right-timing of orders, Deliver drugs quickly and efficiently, Reduce shipping errors, Increase sales, Limit missed or late deliveries, and Help minimize costs with product serialization.

Client Outcomes

Sify's ForumNXT helped the Client to enhance the efficiency, visibility, and control of distribution operations. This led to improved profitability, customer satisfaction, and competitive advantage in the market with up to 25% increase in sales growth.

Sify's ForumNXT was instrumental in achieving the following outcomes:

ENHANCED VISIBILITY
of storage and stocks across the supply chain

IMPROVED PRODUCTIVITY
through data gathering over an online integrated platform

INCREASED PROFITABILITY
by integrating distributor operations with organization's processes

ENRICHED COORDINATION
by providing a medium to communicate with distributor community

ENSURED SWIFTNESS
for schemes and claims, resulting in a more agile supply chain

AUTOMATED PROCESSES
for Target setting and Incentive calculations

FULLY INTEGRATED POSM
Tracking Module

ENABLED 100%
monitoring of products, brands and scheme performance