

Client Experience

Ozone Pharmaceuticals Ltd.

Nomarks needed IT without a blemish

The Business

Profile: Drug maker, owns well known brands including Nomarks

Product range: Predominantly into anti-biotic and nutritional supplements with a focus on cardiac and diabetics

Operations: Two state-of-art plants. Sixty distributors and resellers, 2000 plus field force agents

Situation

Business issues

- **Distribution:** Centres were not connected and demand often exceeded buffer stocks
- **Reporting:** Manual sales reports led to inaccuracies
- **Manufacturing:** Production schedules were not in sync with demand patterns

IT roots

- Many applications – in bits and pieces
- No single enterprise dashboard
- “Closed applications” did not include distributors

The IT as a Service way

Clean the backyard first

While many of the problems stemmed from disconnect with demand, cleaning up internal controls and financials were given priority. This in turn, gave better visibility of business processes.

Initially, the iON Finance & Accounting solution was rolled out,

which proved beneficial in outlining operating sites and defining their chart of accounts. Controls then had better sanity. For instance, the CFO could tell which site was holding most of the capital – either in inventory or as an un-utilized overhead.

Plug in the gaps – only with best practices

Better visibility brought the key rationalization, when some of the operational gaps got apparent. For instance, there were purchase orders lying unattended while production was already scheduled.

The Manufacturing solution had several ways to handle this. While some of the processes in Ozone were standard, others were specific to the firm. Accordingly, the best practice in software was designed bringing a procurement plan before the purchase order, so that the production engineer could keep a close watch on it from his own dashboard.

More business

Ozone was undergoing a transformation of distribution model, wherein the distributors were organized in tiers so that demand could be better owned down the channels. This change was happening in phases and proved challenging for IT in the CRM support.

The resultant solution, however, was simple and tuned in a way to be implemented. For instance, a reseller could be promoted as distributors with a drag and drop, which would change his privileges seamlessly.

To summarize

- Phased IT – “Pave and move on”
- Incremental consumption of IT without capital investment
- No compromise with controls and visibility
- Employ best practices to avoid ambiguity
- Boost sales with agile distribution channel

Relevant part of the software

Manufacturing solution

- Order to cash
- Procure to pay
- Procurement plan
- Production Plan
- Plant Management
- Distribution management

Finance & Accounting

- Multi-site chart of accounts
- Financial statements
- Approval workflows
- Taxation

Bottom line: A common IT platform with inter-connected departments

“iON enabled us to control our business more meaningfully, including our field operations. Through the Field Force module, we have updated information on the day to day field operations, which helps us manage and strategize in a more focussed manner.”

SC Sehgal

Chairman and Managing Director
Ozone Pharmaceutical Limited



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