



iON

TATA CONSULTANCY SERVICES

Hardware + Network + Software + Services

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: Centers 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.

"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 focused manner."

SC Sehgal
Chairman and Managing Director
Ozone Pharmaceutical Limited

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

Why iON

iON provides a comprehensive solution that addresses varied IT requirements of your organization. From hardware, network to ERP, iON is offered as a single service, in a pay-per-use model, allowing you to leverage the solution's true potential as your business grows. iON ensures integration of all processes along with ease of use of the software.

You gain from:

Integrated solutions

We offer single-window IT with a pre-integrated suite of hardware, network, software and services. We ensure that your functions are digitized, automated and connected. For example, if you are using a CRM solution along with a core ERP (e.g Manufacturing), and have a document management system to organize supporting files and a HRMS, we ensure that these solutions are connected and work as one. So for you, it is simply one IT and not multiple applications. Integrated applications thus provide a comprehensive view of business enabling better decisions.

Increased agility

We bring in the agility to keep pace with changing processes or a new line of business. We help you configure the processes to work as you currently do or the software recommends and allows you to choose industry best practices based on your business parameters. The solution gives you increased convenience allowing you to perform various tasks from your mobile device, no matter where you are. Being automatically compliant with statutory requirements, the solution ensures your company is always audit ready and legally compliant.

A pay-as-you-use model

Our model eliminates capital investment up front as we facilitate procurement of the IT infrastructure and software on rent for the duration of the contract. Additionally, you only pay for the number of users who actually use the software. Thus, you pay as you use on a monthly basis which includes maintenance and training. Typically, the ROI exceeds rental within three months, when best practices are well followed.

Personalized solutions

Although iON is a cloud service, the software is configurable to each business. You will always get the flavor of your business by picking and choosing what processes you would need. Furthermore, the multilingual capability of the software allows you to customize the solution label names to read in vernacular languages (like Hindi, Marathi, Tamil etc) enabling users to learn and operate the solution with ease.

Automatic upgrades

We continuously invest in our solutions to incorporate best practices. The software is constantly enriched based on user feedback and industry and statutory changes. You will get the upgrades without disrupting your business operations or any additional cost. Being in perpetual beta ensures that there is no technology obsolescence.

Enhanced Business Continuity

Our solution offers optimal performance in normal broadband connectivity along with a stringent security mechanism to ensure your data privacy is maintained. The capacity of the solution grows with your increasing computing needs and reduces the need for IT staff. The solution is resilient to failures as the service works from back-up data centers in the event of a disaster, ensuring continuity of business operations.

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Experience certainty.



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About iON

iON is Tata Consultancy Services' strategic unit for Small and Medium Business. iON provides end-to-end business solutions to the SMB segment, the growth engine of the economy. iON caters to the needs of multiple industry segments with best practices gained through TCS' global experience, domestic market reach, skills, know-how and delivery capabilities.

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About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at www.tcs.com

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