



# Pharmaceuticals Portfolio

2016

V1.1

# Agenda

Corporate Overview

Pharmaceutical Landscape

Pharmaceutical Portfolio

Product & Solutions

Pharmaceutical Projects

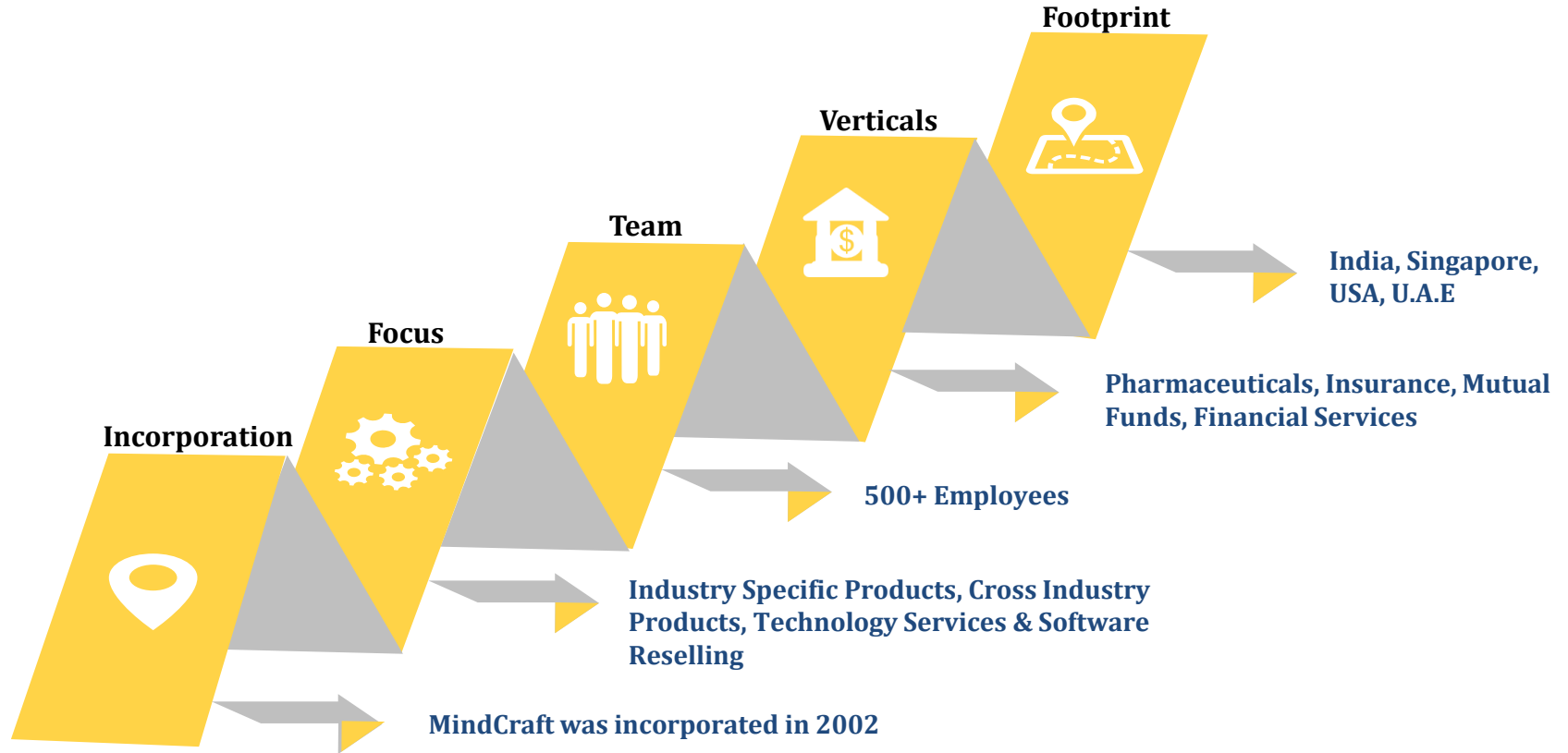
Services

Software Reselling

Case Studies

Advantage MindCraft

Key Clients



The pharmaceutical industry is inundated with a number of challenges from drug quality to clinical trial quality and patent protection. These factors have impacted the way these companies operate. To overcome these challenges, they are looking at suitable technology solutions and partners who can help them select the right solution.



Information Technology has enabled organizations in this industry to reduce costs while offering superior service to their clients. MindCraft provides a host of services and solutions around Serialization, Enterprise Content Management and De-duplication, among others, to help Pharma companies manage the voluminous information they need to access.



## Products & Solutions

We offer a range of products and solutions developed specifically for the Pharma sector.



## Pharma Projects

Utilize our knowledge of having delivered successful projects to overcome business challenges.



## Services

Explore our expertise in various service lines including development & integration, business intelligence & systems software management.



## Software Reselling

Allow us to take care of all your licensing requirements.

## ProWiz – Research Project Management

Product that helps reduce complexities associated with research project management by providing a simple tracking mechanism with real-time status updates

## SalesCtrl – Sales Tracker

Opportunity management tool that captures and monitors the right information, from identification to closure

## De-duplication Engine

De-duplication is a means of processing millions of records of data and identifying potentially duplicate entries. This solution helps ensure centralized de-duplication of doctor's database.

Clinical Trial Applications

MIS Packs

Maintenance & Support for CDC, ETL & ESB

Primary-level Serialization

Track-and-trace Solution

Enterprise Content Management

Application Development & Integration

Business Intelligence & Analytics

Systems Software Management

# Serialization & Track & Trace

- Primary-level Serialization
  - Map serialization requirements product-wise and production-line-wise
  - Help you develop an overall serialization implementation roadmap
  - Establish a project management and monitoring cell to manage and govern project implementation
  
- Track & Trace Solution
  - EPCIS Data Repository
  - Compliant with GS1 Standards
  - Compliant with regulations of 150 geographies
  - Available as SaaS



## Case Management

- Enables clients to achieve significant improvements in legal disposition requests

## Legacy Data Clean-Up

- Find, classify and remediate redundant, obsolete and trivial data to reduce storage risk and cost

## Document Capture

- Automated document classification, separation & data extraction to help customers reduce manual labor & improve data quality and business processes

## Content Analytics

- Derive new business insight rapidly by accessing, interpreting and analyzing unstructured content

## On-Demand Content Management

- Provides instant access to bills, statements and invoices to leverage key information more effectively, enabling a quicker response to customer and market needs

## Integrated ECM Solution

- Integrated platform for content search, classification and analytics that integrates with data warehouses, content repositories and business analytics solutions



# Case Studies

## De-duplication

MindCraft was involved in the deployment of a De-duplication Engine for helping the client clean up their doctor's database. This greatly helped the client to bring about operational efficiency. The client could generate accurate reports by spending less time in manually deleting duplicates.

Features included:

- Single view of doctor's data across the organization
- Tracking of spend on customers/ agents
- Fewer information errors, leading to improved sales and reduced losses
- Multichannel initiatives built upon a common, trusted source of information
- Access to accurate information

**Client** - One of the fastest growing pharmaceutical companies in India

## Data Integration Using CDC

MindCraft helped develop a solution that made change data available to systems and applications. The solution consisted of a middleware layer that enabled applications to track and propagate changes to other applications, and thereby achieve transaction level data integration.

Features included:

- Real-time transaction-level integration
- Centralized monitoring and management of integration using Operations console
- Consistent error handling and management across integration touch-points
- Auto-recovery of failed transaction through auto-retry route
- Publish subscribe mechanism
- Interval based auto issue resolutions for technical failures

**Client** - A major pharmaceutical company, involved in manufacturing, local distribution and export of various drugs



1



## Technical Expertise

Achieve higher efficiency levels through our range of products, solutions and services.



3

## Experience

Having been in this business for more than a decade, we understand our customers and their business well.

5



## Value on Investment

Leverage your IT investments better. Reduce and control your operating costs by engaging with us.



7

## Partnership Model

Over the years, we have built long-term strategic relationships with our marquee customers.

2



## Right Size

At 500+ we have the right scale to execute large projects while giving executive attention to our engagements.



4

## Excellent Service

Our SLAs are aligned to your business objectives, so we can help you achieve your goals.

6



## Speed

We adapt to change very fast. We are better equipped to help you cater to the dynamic market requirements.



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## Alliances

Strong ecosystem created by long-term strategic alliances that have helped us create proven technology solutions.

## Pharmaceuticals



# Thank You!



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Singapore

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