



Propelling A Healthcare Giant

Business Situation

During the past few years, BRIC nations have witnessed steady growth in spite of recessionary headwinds. Strong growth has led to strong demand for more sophisticated information systems to manage the expansion of business operations across the world. For one leading global pharmaceutical company, this has ignited the need for a common business platform serving various marketing operations in the region.

Challenge

With revenues of \$33 billion, 61,000 employees, operations in over 100 countries and a growing presence in emerging markets, including China, Brazil, Mexico and Russia, this client needed to replace its sales, marketing, samples and contract management systems. The company had an extensive history working with us on a wide variety of SAP and other technical consulting projects.

Solution

We offered the client a coordinated approach for delivering sales and marketing reports across Singapore and Malaysia and replaced existing sales and marketing applications and the contract management system.

This was achieved through the development of:

- Data extraction, transformation and loading (ETL) from source systems into Client System, using Informatica.

- A reporting tool in Business Objects for effective decision-making.

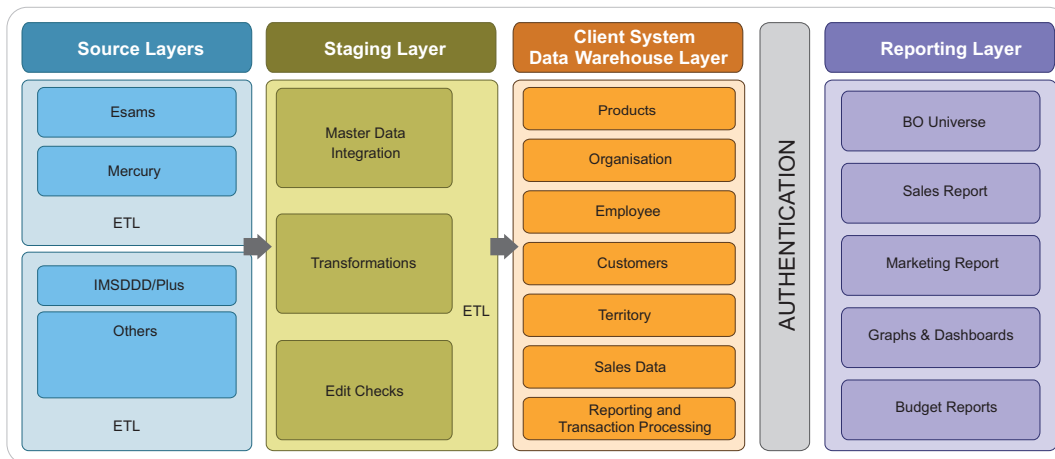
As part of this engagement, we delivered the following:

- One-time historical data load of master and sales data from Singapore and Malaysia.
- Daily load of sales data for Singapore and Malaysia.
- Monthly and quarterly load of IMS data for Singapore.
- Forecast and stretch data load into Client System.
- Development of reports using the Client System data model for sales, marketing and finance.
- Access-level security model design in Business Objects to manage user rights for accessing the reports.

Benefits

- Elimination of manual report generation, resulting in time and cost savings.
- Rapid delivery of relevant information and analysis to key decision-makers in the organization.
- Online and offline ad hoc query and report generation.
- Central location for company information.

Sales and Marketing System Snapshot



- 24X7 availability of real-time data for senior management.
- Enhanced productivity through self-service.
- Flexible reporting based on user-defined criteria (ad hoc).
- Ability to enforce user-level security for report access.
- Set up of an effective environment in terms of location and configuration that contributed to the success of the project.

Start Today

In a time when companies are relentlessly pushing to compete better, move faster and fight harder, Cognizant is the global technology partner with one single-minded passion: Dedicating our systems expertise, industry intelligence and global resources to make your business stronger. For more information on how to drive your business results with Cognizant, contact us at inquiry@cognizant.com.

About Cognizant

Cognizant (NASDAQ: CTSI) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 50 delivery centers worldwide and approximately 111,000 employees as of March 31, 2011, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world.

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