

## Implementing KEA – Goal Attainment for a Pharmaceutical MNC company



## Business Context

A Pharma MNC wanted sales MIS to be implemented for the entire field force. With the implementation the company wanted latest updates of sales achieved to reach the field including the MR, so they can work towards achieving their target

## Challenges

The practice was to consolidate all the information month after month and mail relevant files to each employee. The steps which involved a lot of time and effort were

- Maintain the sales HQ and stockist mapping in Excel. This had to be updated as and when changes occur. Keeping all the links correctly involved a lot of effort.
- The sales data extracted from the sales system had to be converted into required format in the excel file
- Combine the mapping information and sales data.
- If previous year sales was required to arrive at growth then link with the last year file also would need to be updated for the latest mapping information
- Slice the final output HQ wise and mail to the respective MR. Combine relevant HQs and mail to FLSM and so on.

This long process meant it was not possible to publish sales on a daily basis. It had to be once a month and that would also be after the month ends. This meant the field could not take any corrective action in time to achieve the present month sales

Various analysis dashboards were not even a possibility

## Our Solution

KEA offers a Sales Aggregation Platform, and rendering the right information to the right level based on Roles and Privileges.

**Step 1:** Master data maintenance

**Step 2:** Mapping between various masters for the data presentation

**Step 3:** Integrating with source system for the sales data

**Step 4:** Combining of master data, mapping and the sales data

**Step 5:** Update past sales data for the latest mapping information

## **Benefits from our Solution**

Use of *KEA-Goal Attainment* gives required data for all levels with good analysis built in. Few key benefits as mentioned below:

- Ease of access to information
- Good application performance
- Validations of all the data
- Attractive and timely rendering
- Rendering to ALL LEVELS, thereby ensuring Information Access  
Equality across levels.

This is currently being considered and evaluated for implementation to other countries in the APAC region