

# Case Study

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SMART - Business Process Document for SANOFI-  
AVENTIS PAKISTAN LIMITED



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## Client Profile

The group is a global leader in health care, research and development and is well known for its regional approach to business operations. In the pharmaceutical industry it is a global leader. In Pakistan it is the fifth largest pharmaceutical company. It was incorporated in 1976 and was previously known as Aventis Limited.

The name was changed to Sanofi Aventis in September 2005 when Aventis S A was acquired by Sanofi Synthelabo. Sanofi Aventis is a subsidiary of SECIPE. The company is engaged in serving the cause of health and well-being through research and development, manufacture and sales of pharmaceutical products. It focuses its activities in seven therapeutic areas namely: cardiovascular, thrombosis, oncology, central nervous system, diabetes, internal medicines and vaccines.

Sanofi is the fifth largest pharmaceutical company in Pakistan with a market share and growth rate of 4.1 percent and 16 percent respectively. The products of the company consist of prescription medicines, vaccines, generic medicines and consumer health care products. It uses its regional distribution network to market its products to the retailers and the wholesalers while its institutional agents for marketing to the government and private hospitals.



## Business Situation

At first we conducted a study whose purpose was to assess and better understand the current practices and problems of using SMART (SALES & MARKETING ANALYTICAL REPORTING TOOL) The investigation was performed by means of structured, on-site interviews with software project managers & all the major stake holders.

**SMART** is an in-house developed application, its generic name is **eTMS (Electronic Territory Management System)**. This system helps Sanofi to streamline processes, improve data access and enhance reporting for staff across the pharmaceutical company's sales, medical and marketing operations with proven scalability for future growth.

This system revitalizes Sanofi sales, marketing and medical operations to better understand the changing needs of customers and market.

## Solutions Provided & Benefits

Our consultants have used an effective techniques to document the processes, technical & business information of **eTMS (Electronic Territory Management System)**.

Xcelliti team has applied its best skills and standard practices to document the processes, technical & business information of eTMS.

Following are the Key Deliverables:

- ✘ Business Process Document
- ✘ Technical Documentation
- ✘ Marketing Collaterals (Business Ad, Leaflet, Banner, Presentation )