

## Case Study

# Pack Management Solution at a Global Pharmaceutical Company

### Business Challenge

A global pharmaceutical company recently found itself battling numerous inefficiencies in its “pack management” function—the creation and distribution of packaging for its drugs. After a thorough audit, the pharmaceutical company discovered that it spent about \$375 million per year on printed components—an inordinately high figure. It also determined that management of the important, but non-core functionality was a considerable drain on effort and money.

Furthermore, operational efficiency was a problem. The company endured 15 packaging-related recalls every year, an expense it simply could not afford, and one that also hurt the brand. Many recalls were due to non-compliant artwork, a predictable result for an organization that worked with an astounding 250 artwork studios and more than 500 finished pack suppliers. The company had 36,000 different packs at one point, which meant the likelihood of errors was very high.

Additionally, packaging was subject to time-consuming reviews and approval processes from numerous sources throughout the company, with little coordination among departments. The inefficiency led to write-off costs as high as \$100 million per year in waste.

### Mahindra Satyam Solution

Clearly, substantial streamlining was in order. To that end, the organization partnered with Mahindra Satyam, which analyzed the pack-management processes, and then designed workflows and PPM templates to map pack-change processes in Agile. Mahindra Satyam also wrote and executed system and acceptance test cases, and developed and integrated an industry standard application into a complete standard desktop build.

Additionally, Mahindra Satyam performed stress and performance testing, provided L2 and L3 global support (18\*5), and integrated the applications with MAC systems, Quarkxpress, Adobe and SAP.

Mahindra Satyam also developed capability to measure key performance indicators using Agile Analytics and Cognos.



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## **Business Benefits**

As a result of its work with Mahindra Satyam, the pharmaceutical company has increased its time-to-market by as much as 50 percent, thanks to dramatically faster package changes & new package introduction. Additionally, the team's focus on getting packaging right the first time has resulted in a 50 to 70 percent reduction in compliance-related packaging errors. These efficiencies have enabled the organization to reduce its sales-ready material write-off costs by 20 percent—a significant saving. Moreover, packaging development costs have been reduced by 15 percent.

## **Product Lifecycle Management Practice**

Mahindra Satyam's Product Lifecycle Management Practice helps customers bring their products and services to market more quickly. The team manages clients' product portfolios by capturing customer requirements and integrating product design with product launch to predict demand and performance and simulate supply and manufacturing capacity. Mahindra Satyam's PLM consultants provide comprehensive, end-to-end services via a proven onsite-offshore delivery model that helps customers realize business continuity around the clock and throughout the year.

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