

ACCELERATING APIENGAGEMENT THROUGH A SECURE CUSTOMER COLLABORATION PLATFORM





Clutch 4.9 ***

glassdoor 4.5 *** Countries we operate from











PROBLEM STATEMENT



A global pharmaceutical manufacturer faced persistent inefficiencies in its API (Active Pharmaceutical Ingredient) distribution and client engagement model.

Limited access to documents and shipment updates.

API customers relied on emails for orders.

Stricter access control needed for API IP.

Teams faced delays in managing escalations.

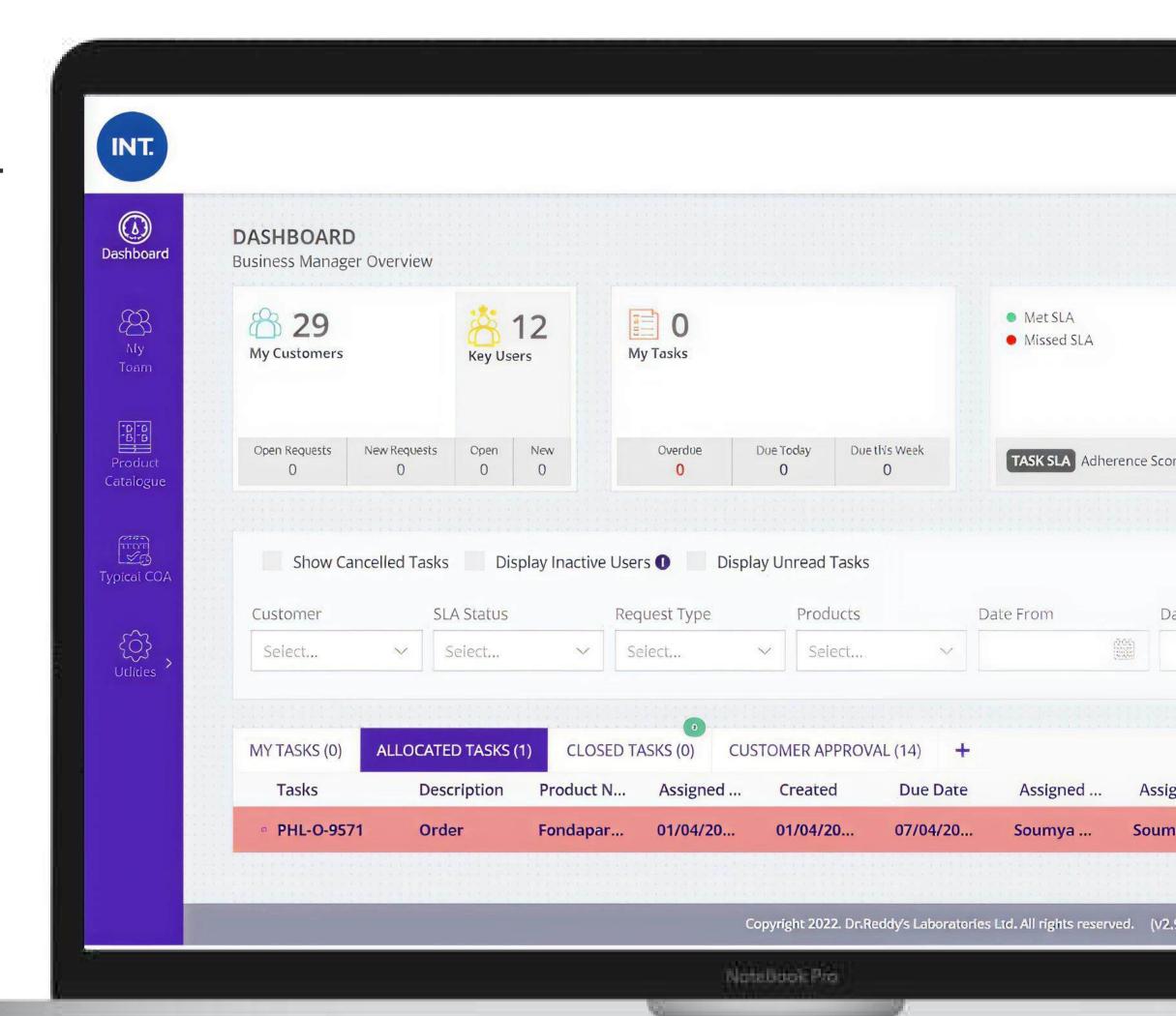


INT.'S SOLUTION



INT. developed a **secure, cloud-integrated Customer Collaboration Platform** for API clients, bringing together selfservice, order lifecycle visibility, and CRM-connected workflows.

- Self-Service Dashboard: Product browsing, order management, role-based views
- Trackable Workflows: Live updates on orders, payments, and compliance keep all stakeholders informed.
- Product Search & Complaint Handling: SAP, Salesforce, SharePoint integration
- Shipment & Document Center: Complaints, documents, and delivery tracking



6-Step Applied Process

01

Discovery:

Conducted user interviews to map client pain points in B2B API interactions

04

Development:

03

Used modular tech with APIs to integrate SAP, Salesforce, and content management

05

Adoption:

Trained API partners and client-side agents to use the portal for full order journeys

Design:

Built wireframes for dashboards, order flows, and document hubs with user-led logic

Deployment:

Rolled out role-based access control and testing for internal teams + key clients

06

Support:

Enabled escalations, SLA tracking, and real-time collaboration between business units

IMPACT



25%

reduction in turnaround time for order queries and sample requests

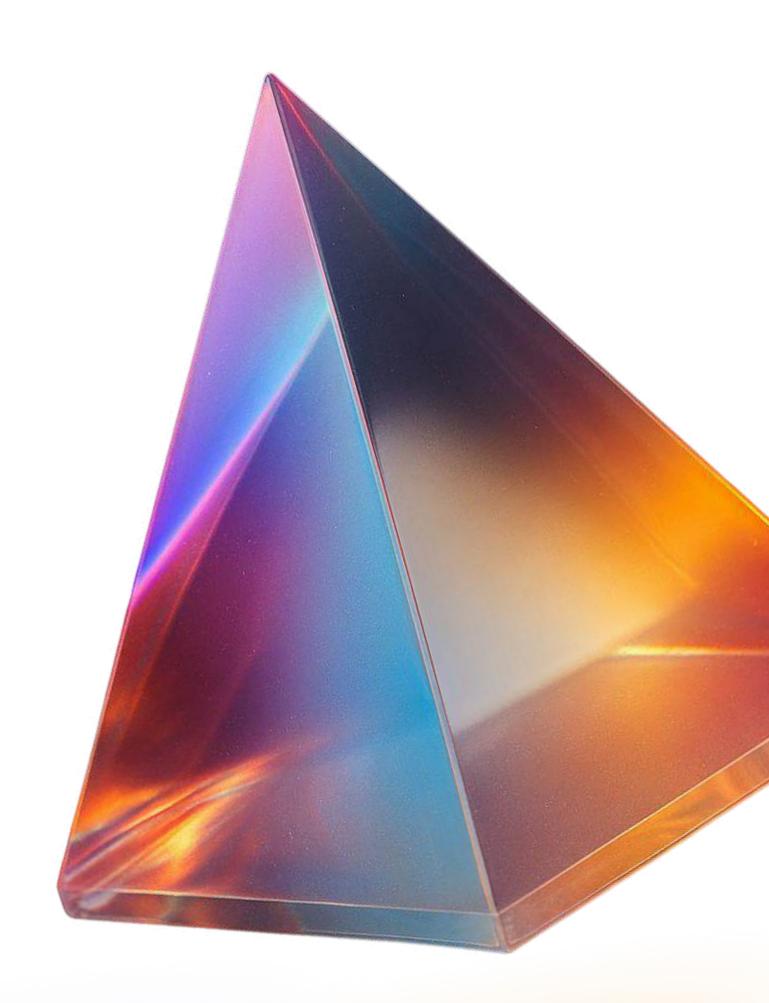
Enhanced confidentiality of IP-sensitive APIs and documents while digitizing client access

Boosted client satisfaction through transparent communication and self-serve options

End-to-end visibility into API order status—from request to invoice to shipment

Sales uplift through faster decision cycles, fewer escalations, and real-time coordination

Improved task closure rates by business managers through SLA alerts and progress boards





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45+ Countries

30+ Awards

INT. (Indus Net Technologies) is an award-winning full-stack software engineering solutions company with a pioneering legacy spanning 27 years, over 500 clients, and 11,000 plus client projects. INT. operates at the confluence of Data, technology, and marketing in the digital space.

























