



# DIGITALLY TRANSFORMING B2B ORDER MANAGEMENT FOR A LEADING LIFE SCIENCES ENTERPRISE

Google

4.0 ★★★★★☆

Clutch

4.9 ★★★★★☆

glassdoor

4.5 ★★★★★☆

Countries we operate from





# PROBLEM STATEMENT



A leading pharmaceutical company faced operational bottlenecks while managing B2B orders across its distributor and CFA network.

Manual, error-prone order placement via calls and spreadsheets

Sales reps lacked tools to scale outreach or track performance

Disconnected invoicing and payment reconciliation processes

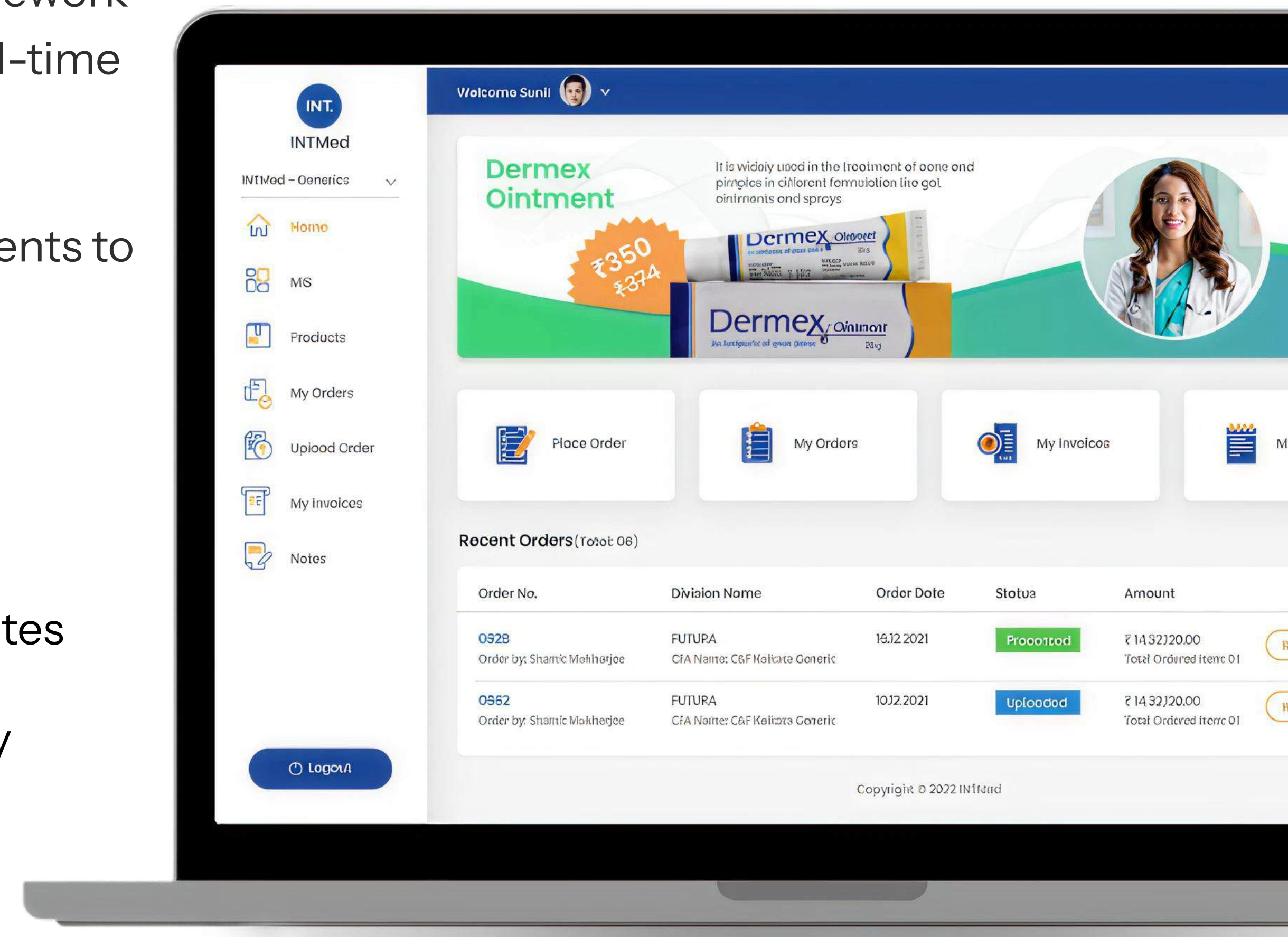
No real-time visibility into stock, schemes, or delivery status



INT. deployed an Advanced Data Management & Analytics framework layered with a tailored HCP 360° Dashboard to deliver deep, real-time engagement intelligence.

**Dashboard:** A central hub designed for distributors and CFA agents to access real-time updates.

- ✓ View recent orders with status tags (Uploaded, Processed, Delivered)
- ✓ Quick links to My Orders, My Invoices, Upload Order, and Notes
- ✓ Personalized access based on division and product category
- ✓ Enables CFA-distributor coordination through one screen

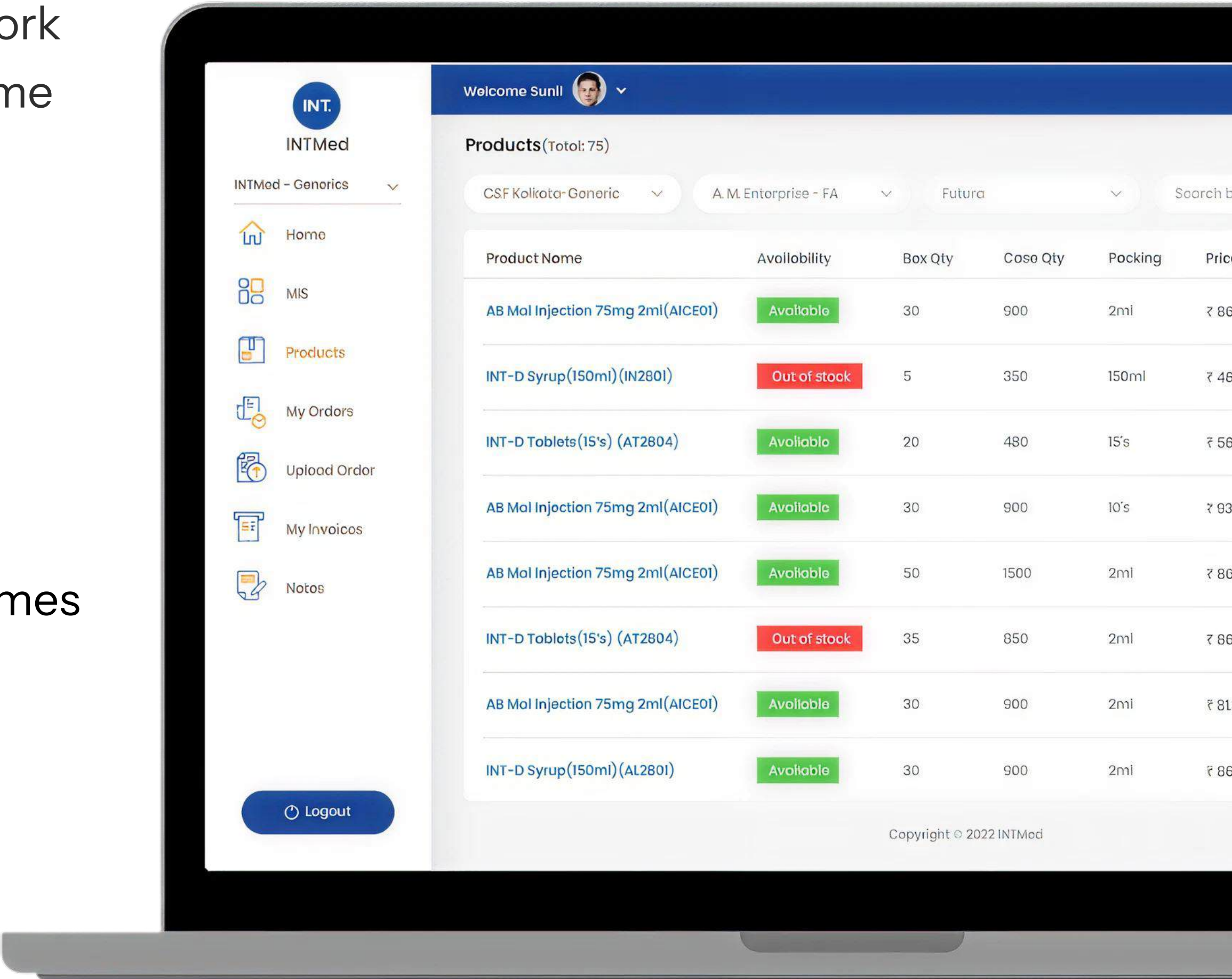




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**Product Listing:** Granular product view with real-time stock and scheme intelligence.

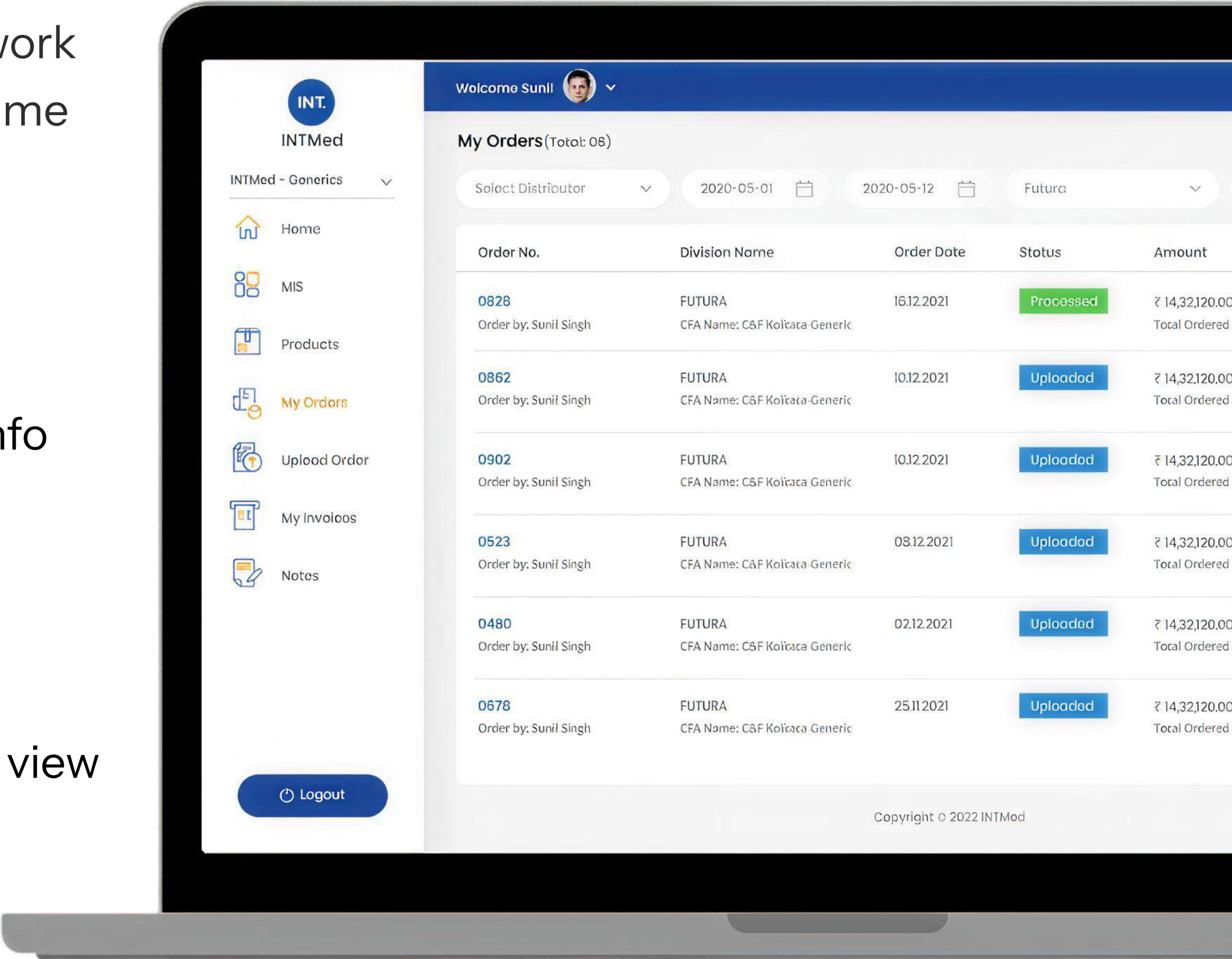
- ✔ Product catalog segmented by division and plant
- ✔ Visibility into availability, box/case quantities, pricing, and schemes
- ✔ "Add to Cart" with one-click filters: Out-of-Stock, Expiry, New Launches
- ✔ Supports branded vs. trade generic toggling



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**Order:** Order history with actionable filters and direct reordering.

- ✓ Comprehensive list of all past orders with division and status info
- ✓ Reorder in one click from history
- ✓ Filter by order date, status, or distributor
- ✓ Linked to invoice and shipment tracking for complete lifecycle view

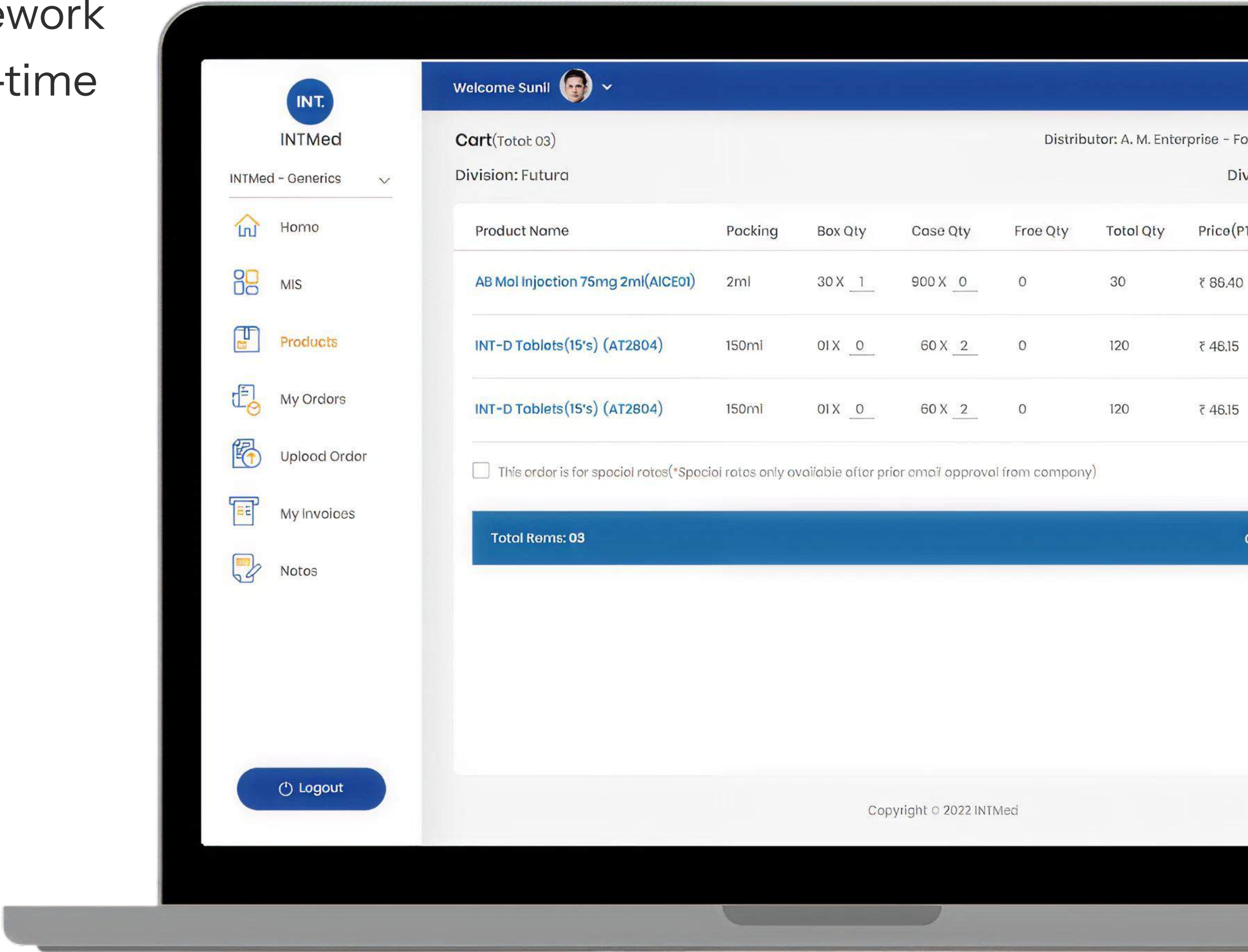




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**Cart:** Smart cart with scheme application and dynamic pricing.

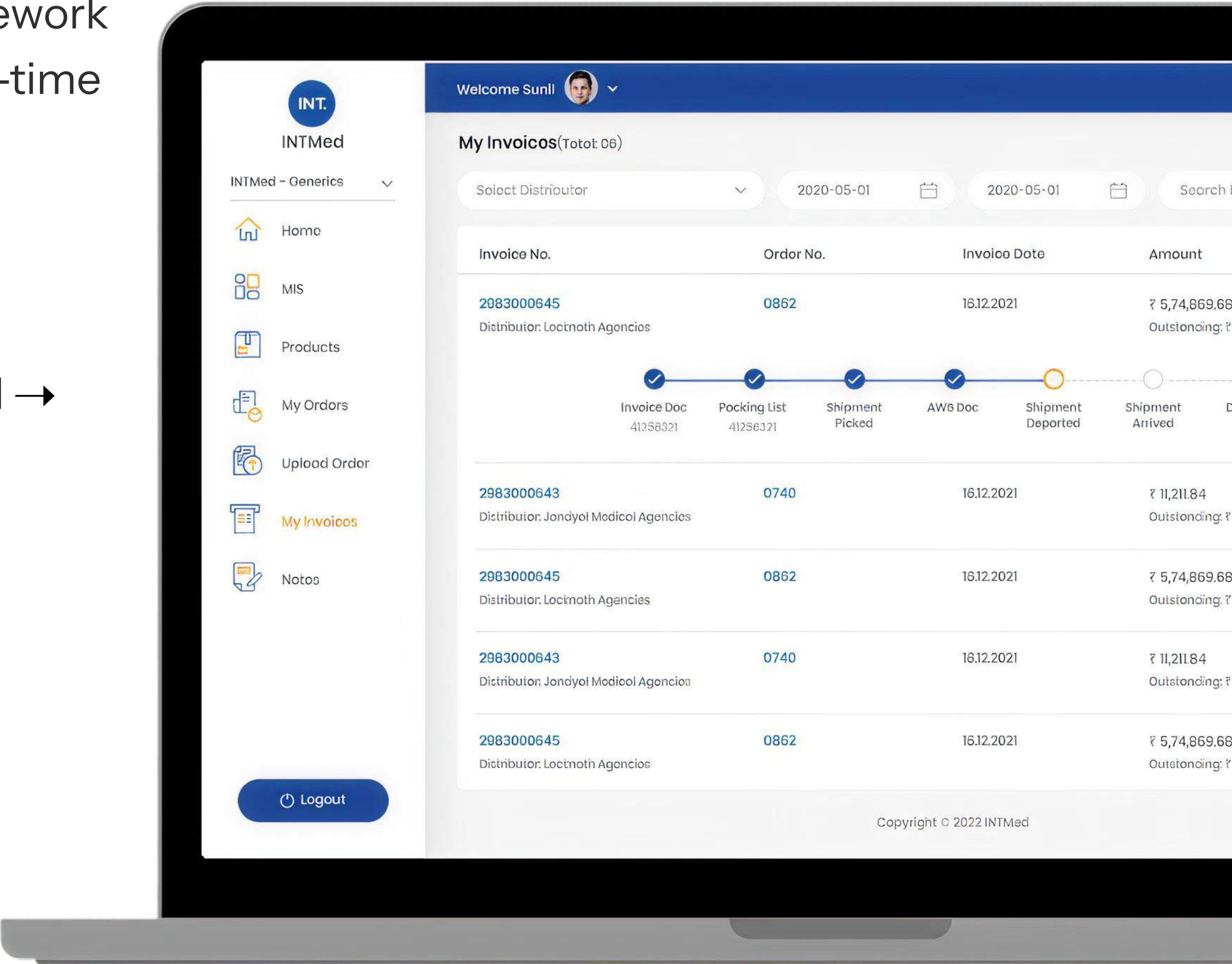
- ✓ Real-time calculation of total and free quantity
- ✓ Auto-application of schemes and bulk pricing logic
- ✓ Special rate alerts (e.g., "Available after approval")
- ✓ Easy review and final placement of grouped products



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**Tracking:** Shipment status tracker integrated with invoices.

- ✓ Visual flow: Invoice Created → Shipment Picked → Departed → Delivered
- ✓ View by distributor and invoice number
- ✓ Linked documents (AWB, packing list) for complete transparency
- ✓ Outstanding payments and delivery ETA in one screen



# 6-Step Applied Process

01

## **Discovery:**

Deep-dived into CFA, distributor, and sales workflows

02

## **Design:**

Created role-based UX for reps, distributors, and admins

03

## **Build:**

Developed secure, scalable platform with ERP integration

04

## **Pilot:**

Deployed MVP to 75+ distributors across 3 zones

05

## **Enhance:**

Refined features based on live user feedback

06

## **Rollout:**

Launched nationwide with analytics and SLA-backed support



**71%**

faster order processing through automation and real-time access

Sales reps handled 3× more pharmacies without extra manpower

**3x**

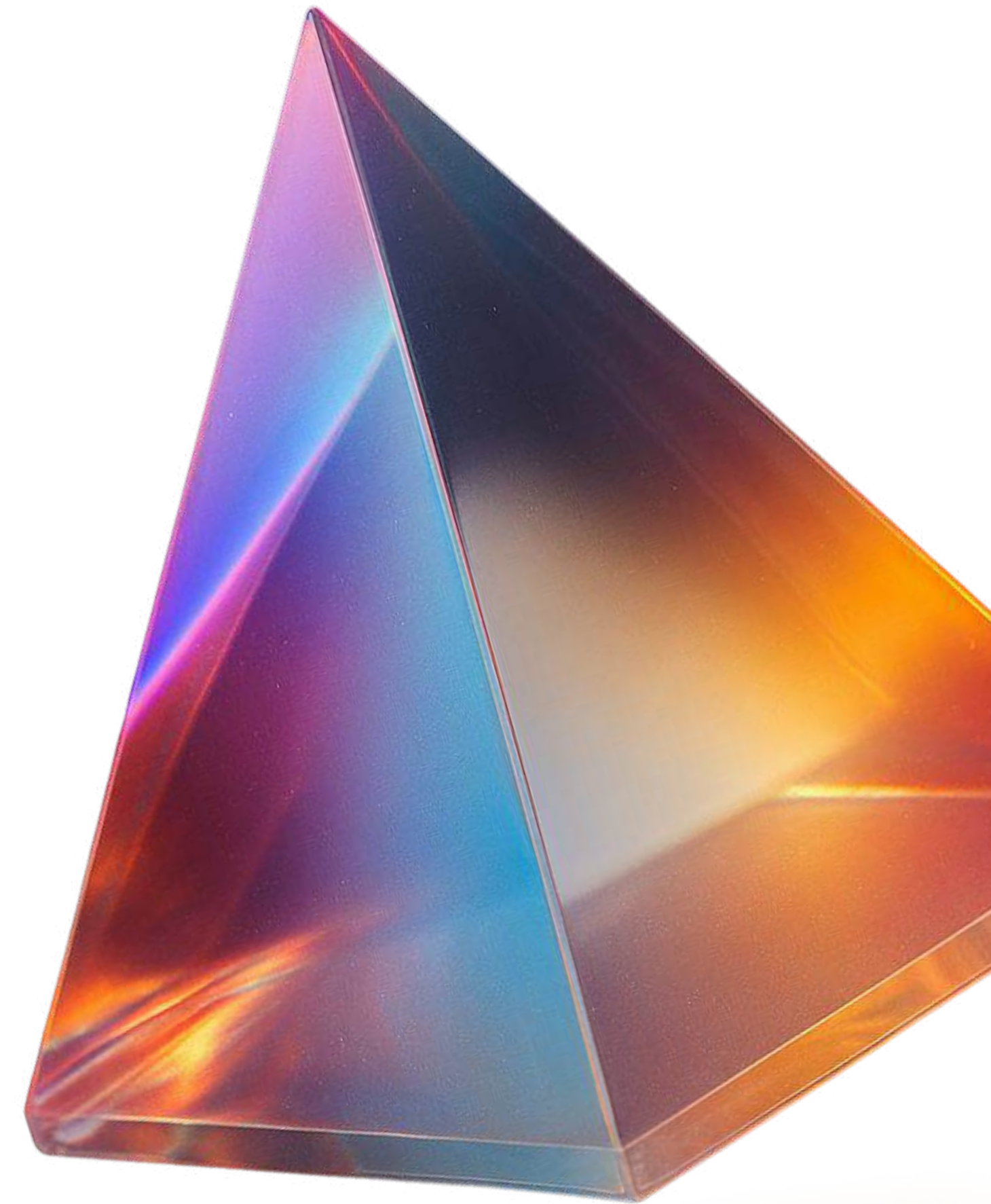
boost in scheme utilization via visibility at the point of order

Distributor satisfaction rated 4.8/5, citing ease and transparency

**62%**

improvement in invoice accuracy and faster reconciliation

Zero missed orders during peak demand due to smart alerts and reordering







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