

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







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

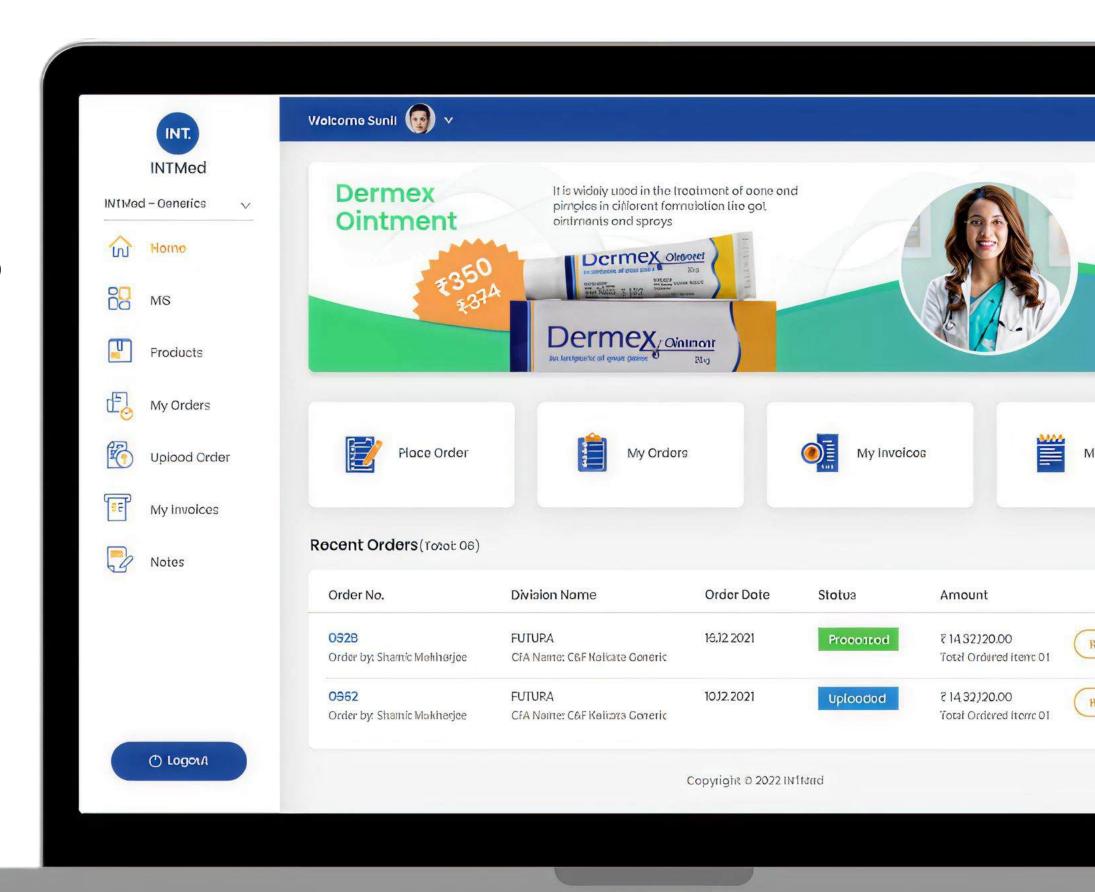




INT. deployed an Advanced Data Management & Analytics framework layered with a tailored HCP 360° Dashboard to deliver deep, real-time engagement intelligence.

**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

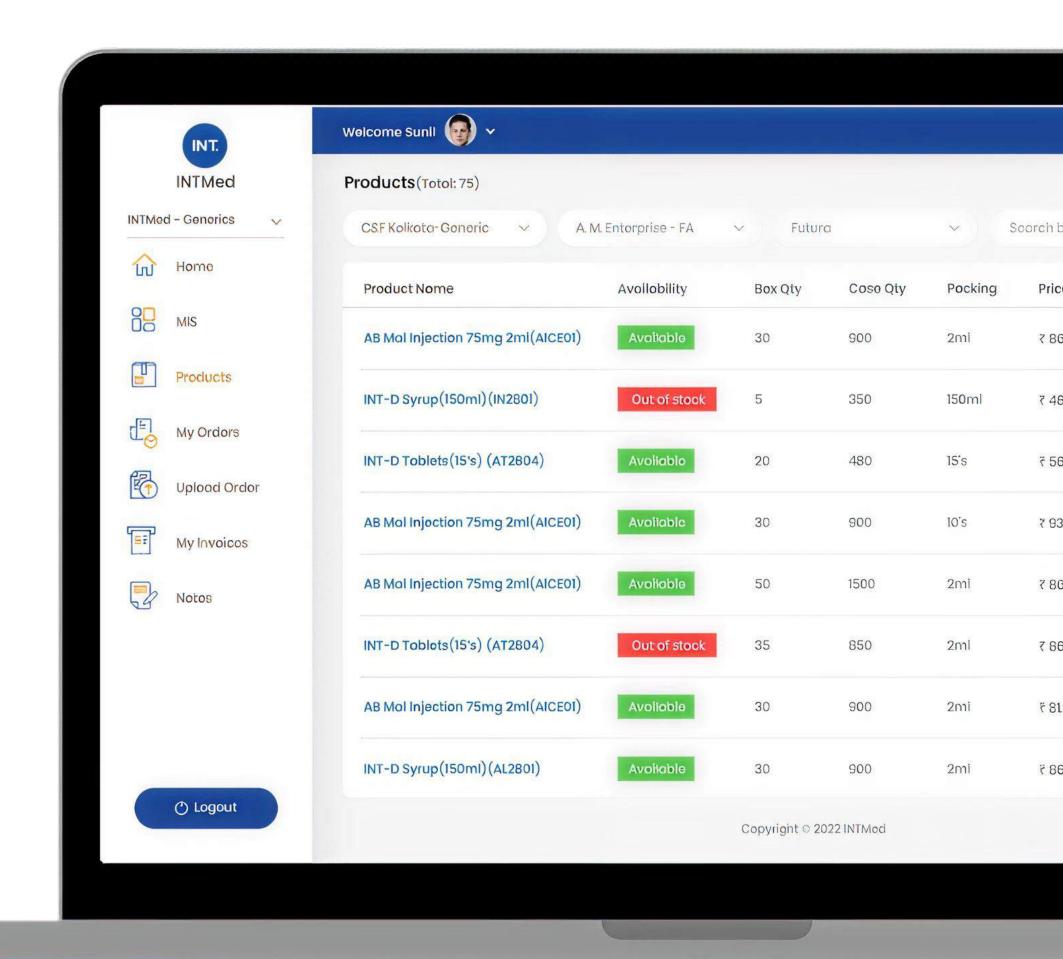




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**Product Listing:** Granular product view with real-time stock and scheme intelligence.

- 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

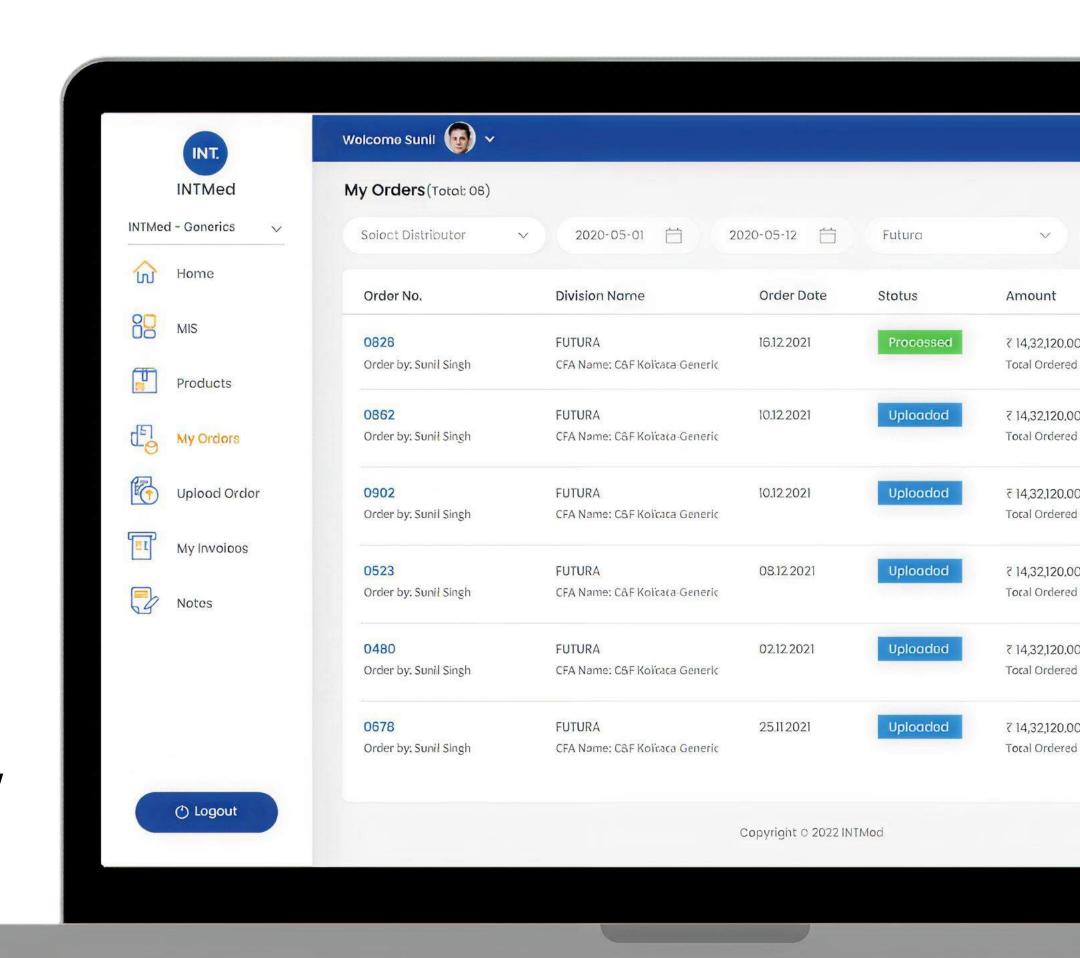




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Order: Order history with actionable filters and direct reordering.

- 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

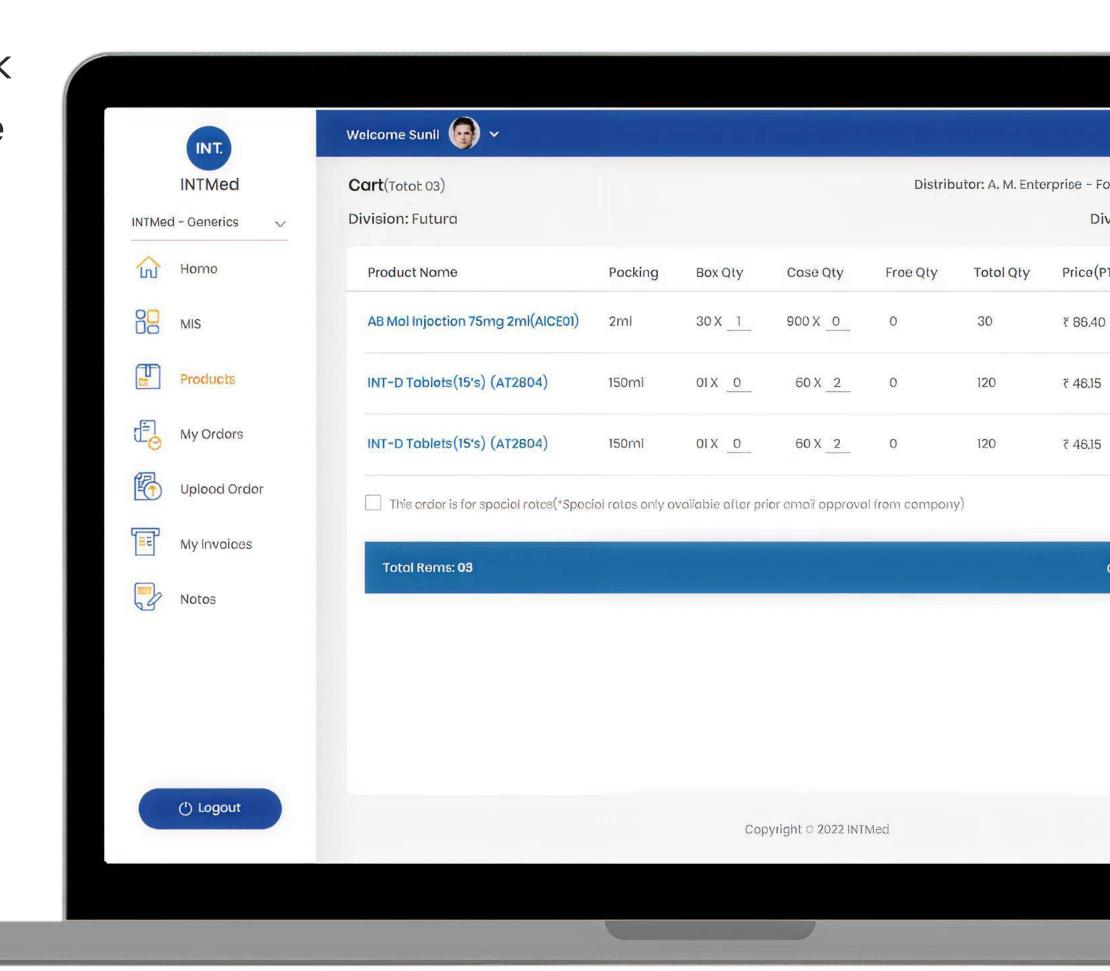




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Cart: Smart cart with scheme application and dynamic pricing.

- 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

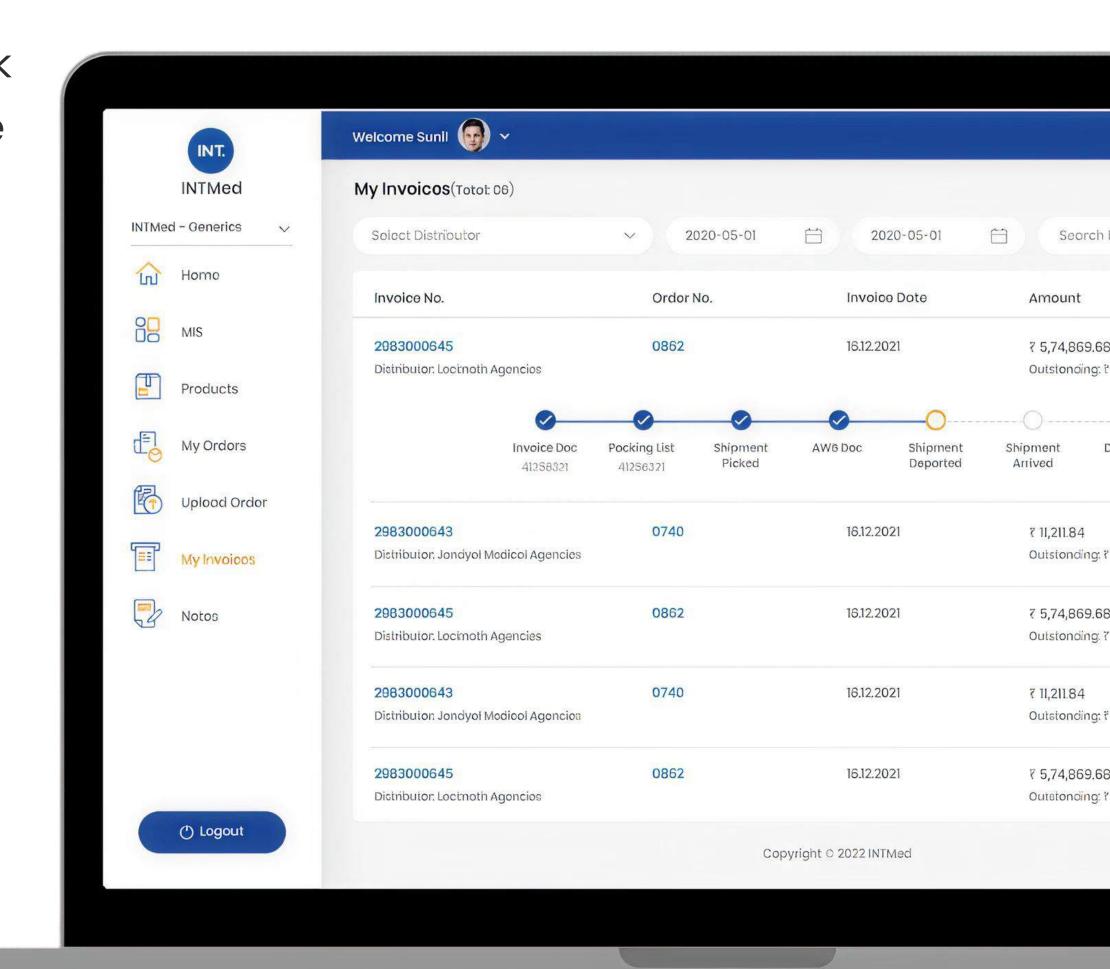




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Tracking: Shipment status tracker integrated with invoices.

- 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

## IMPACT



71%

faster order processing through automation and real-time access

Sales reps handled 3× more pharmacies without extra manpower

3x

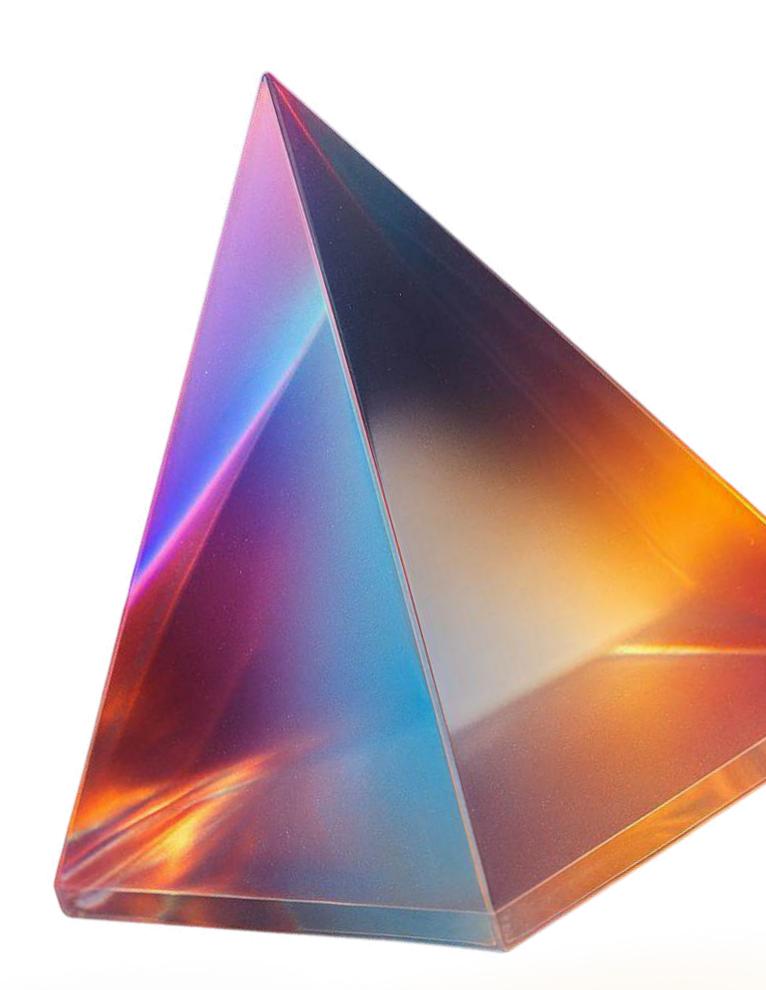
boost in scheme utilization via visibility at the point of order

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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