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- Business Need
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- M-Powering Piramal Healthcare Pvt. Ltd.
- Benefits
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"It has helped us reach out to remote employees very effectively. We can rely on Velocity."

...Piramal Healthcare Pvt. Ltd.

M-Powering Piramal Healthcare *A Case Study* *January 2010*

Introduction

Piramal Healthcare Pvt. Ltd. is a globally integrated healthcare company with a successful growth track record since 1988. It is entirely dedicated to the drugs and health care sector which fulfills unmet medical needs across the world.

It is engaged in the manufacturing of special medicines for significant diseases such as AIDS and cancer, apart from the general drugs produced for treating cardiovascular, diabetes and neurological problems. Piramal Healthcare is reputed for its ethics, transparency, corporate culture, stakeholder relationships & contribution to the society.

Business Scenario

Piramal Healthcare is one of the largest custom manufacturing companies with a global footprint of assets across North America, Europe and Asia. It is ranked 4th in the Indian market with a diverse product portfolio straddling several therapeutic areas. NPIL's major investments in R&D will focus on:

- Formulation development
- New chemical entity research
- Clinical research

Business Needs

The company owns astounding network of dealers, distributors and sales force across the country. Piramal Healthcare desired to manage and enhance the communication process with its sales force located at far off places.

ValueFirst Messaging Pvt. Ltd.

B17, Second Floor, Sector 32, Institutional Area, Gurgaon 122001
Call: +91-124-463 2000 | Mail: info@vfirst.com | SMS: Send 'ValueFirst' to 56070
www.vfirst.com

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Their requirement was for a speedy, cost effective and reliable mode of communication for the diffusion of information with their sales personnel for sending alerts and regular updates without any delay on:

- Targets and Achievements
- New product launch
- Internal communiqué

Solution

In order to ameliorate the communication process at Piramal Healthcare, ValueFirst proposed its best-in-class application, **ValueFirst Velocity** enterprise license for Push SMS alerts.

ValueFirst Velocity is a Windows based software application that empowers enterprises to send SMS from a desktop/laptop computer to the mobile phone users i.e. their customers, stakeholders and prospects alike and receive incoming messages from mobile phone via Short code (For example: -56070). It provides updated status for sent/receive messages.

It facilitates updated status of sent/received messages. Besides, it provides multiple options to send messages with predefined conditions. Users can schedule the messages for a future date and time. It empowers users to apply business rules to send the targeted communication to target audience.

The SMS based application works on A2P SMS push technology where SMS alerts are sent in a pre-defined format to the sales force and employees on sales targets, new product launch and motivational messages across all their branches across the country.

M-Powering Piramal Healthcare Pvt. Ltd.

SMS Enabled Processes:

- Reminders could now be sent to the sales force on targets & achievements, new product launch and internal communiqué in a more secured and reliable mode using SMS
- Company is now enabled to manage all resources in sync with specific targets and goals
- The entire sales force of the company is now kept informed time to time regarding their targets and achievements by sending scheduled reminders through SMS

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Benefits

- Enabled instant communication between company and its sales manager, sales personnel and executives located at far off places
- Enabled Piramal Healthcare to strengthen sales force with timely updates on targets and notifications
- Reduction in delivery time of information due to automation
- Provide highly reliable and cost effective communication
- Reduced operational cost as it involves less manpower

ValueFirst USP

- 24 X 7 supports.
- Least time to market – deployment typically is done in one day
- Scalable solution in terms of architecture
- Highly configurable products - processes can be configured on-the-fly
- Redundancy of servers with load balancing, failover mechanism and least cost routing
- Carrier-Class enterprise mobile messaging including delivery reports and queuing in case of server breakdown
- Redundancy of operators by virtue of being connected to multiple mobile network through operators and aggregators globally

ValueFirst Messaging Pvt. Ltd.



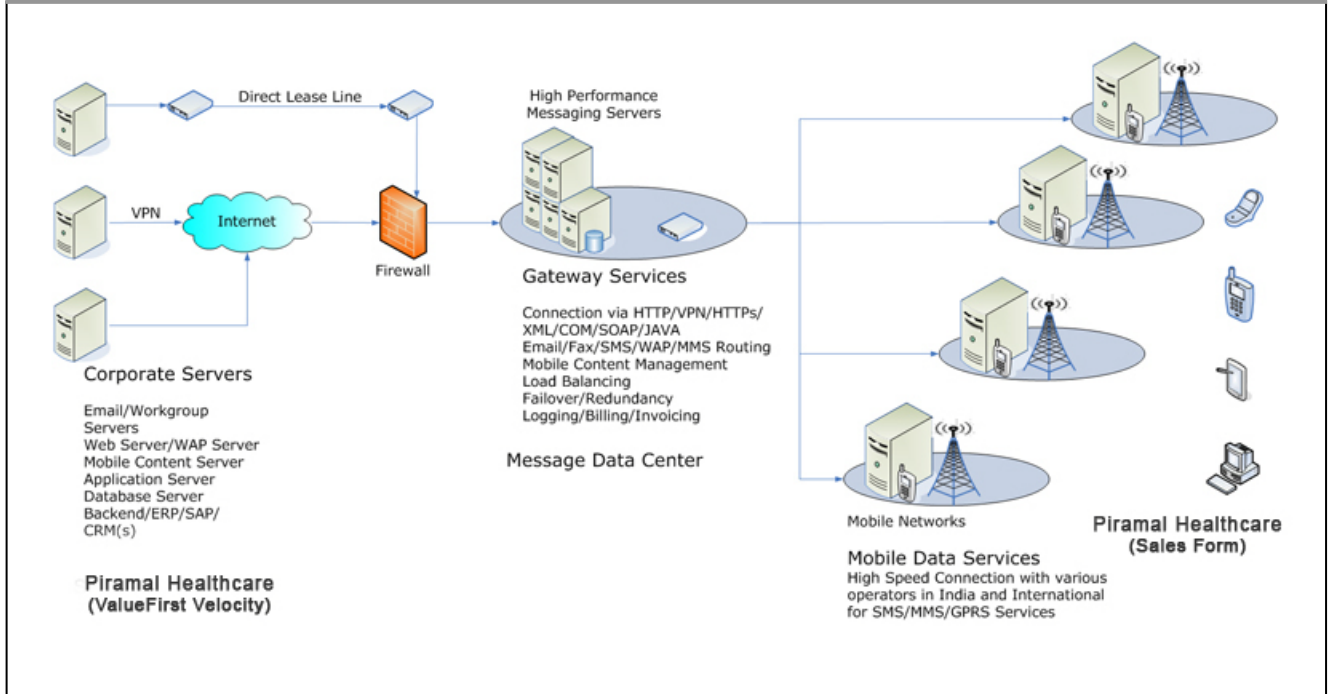
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Service Architecture



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