

ORION @ Pharma

A Perfect Fit for the Pharma Industry!

Orion @ Pharma is a powerful end-to-end collaborative business integration solution for the pharmaceuticals business, modeled on ERP II.

Designed for the pharmaceuticals industry, it meets the complex requirements of managing bulk drugs or formulations business, ranging from medium size businesses, to large industry multi-locational, multi-division operations with multiple product mixes and manufacturing schedules.

Orion @ Pharma addresses your specific pharmaceutical business needs:

- batch tracking, including expiry date tracking
- quality control tracking
- recipe management
- credit control
- logistics control
- sales promotions and discounts
- purchase-sales-inventory analysis
- consignment sales tracking

Understanding Your Business

With Orion @ Pharma, you get years of domain expertise built into our solution from the insights of experts who have worked with leading names in the pharmaceuticals business. The outstanding benefits include:

- extensive reporting, workflow, business modelling and e-business capabilities
- streamlined procurement of raw materials, reduced procurement cycle times
- reduced delivery cycle times
- clear prediction of the monthly / seasonal stock requirements
- profitability analysis of schemes, enabling precise marketing strategy
- tracking of receivables to ensure timely payments and cash flows
- tracking payments to suppliers to manage credit facilities
- decision support tool available for management analysis
- collaborative portal for supply chain management

ORION @ Pharma



Just right for Pharma!

Manufacturing

Pharma Concerns

Material availability
Quality control
Stage-wise batch identification

ORION @ Pharma Features

Material Requirement Planning
Stage-wise parameterized quality assurance
Batch tracking

Benefits

Reduce number of lost orders
Cost saving
Lesser rejects

Distribution

Pharma Concerns

Material tracking
Tracking of outstanding payments
Keeping track of expiry dates
Forecasting sales

ORION @ Pharma Features

Effective monitoring of stock movement
Effective inventory tracking
Provides tight control in credit and debit management
Facilitates PSI level comparison of forecasts versus actual performance
Expiry date tracking
Decision support tool for sales forecasting

Benefits

Effective material tracking
Tracking payments
Elimination of paperwork required for distribution
Effective sales forecasting

Marketing

Pharma Concerns

High spend (upto 30% of revenue)
Tracking effectiveness of marketing campaigns
Tracking effectiveness of sales force
Tracking effectiveness of sales promotions

Addressed by

Decision Support

- Budget vs actual spend
- Graphical analysis

Relationship Management

- Campaign management
- Sales force automation
- Sales promotions tracking

Benefits

Better control of marketing processes
Efficient sales promotions
Higher return on marketing spend

Corporate Office

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