

# API Solution for Pharmaceutical Enterprises

Optimizing your **API sales processes**

Active Pharmaceutical Ingredients (API manufacturers) continually face the challenge of producing cutting-edge treatments that are cost effective for patients and healthcare providers. In the face of stiff competition, enterprises strive to grow their market share and improve sales for innovative therapies while complying with the industry's stringent regulations. Bodhtree's API solution for pharmaceutical enterprises reengineers the API sales process to solve many of these challenges. The solution unifies global sales on a single platform, consolidates sales information and provides teams with a consistent set of sales processes and data. The solution has proven successful with one of the world's largest API-driven global pharmaceutical enterprises.

## Solution Benefits

- Transform API sales through greater team cohesion and better strategy execution
- Gain complete visibility into performance and operational metrics
- Eliminate bottle necks within the sales cycle
- Increase sales productivity
- Unify sales operations across regions
- Automate account and contact management

## Key Features

- Key deal alerts
- End-to-end sales cycle tracking and sales funnel analysis
- Escalation rules and workflow-led approval processes
- Offline edition to minimize dependency on internet
- Mobility to empower field force
- Minutes of the meeting can be captured and translated into activities, sample requests and opportunities
- Custom reports and dashboards to track sales performance against KPIs

## Case Study: Sales process reengineering for leading pharmaceutical API manufacturer

The pharmaceutical giant operates six FDA-inspected plants across India to serve its industry-leading API business. Previously, the customer had to manually consolidate information from several disparate sources on a daily basis to get a complete picture of its API sales operations. Additionally, each region used different tools and processes for carrying out the API business, creating inefficiencies and undermining reporting. Bodhtree's API solution took the client's API business to an entirely new level. The solution automatically consolidated sales data in the cloud and provided stakeholders with dashboards giving real-time insight to sales performance across the enterprise. The company quickly achieved measurable improvements in sales performance. The solution also provided scalability and unified processes for fast-paced growth of the API business.