Essential Soft Technologies Pvt.Ltd.

An Essential Change to make planet green
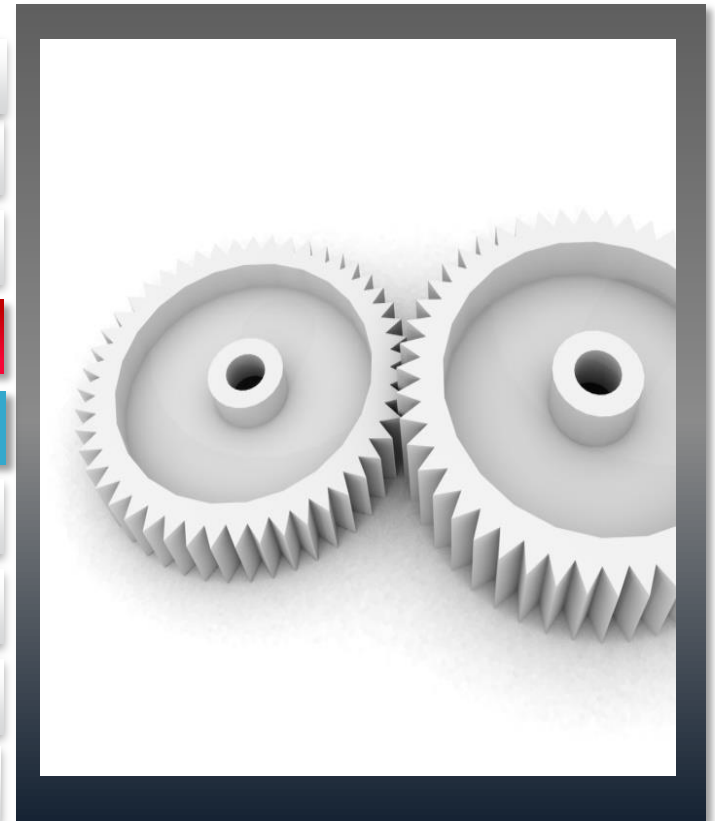
An Introduction to the Sprit of Company.

Agenda

INTRODUCING OURSELVES

Established in 1998.
In the past Fifteen years We have grown up to be a leading in software and web solutions, Services on Cloud, Software as a Service, Support / Monitoring, thus giving new dimension to the customization of the latest software technology according to the needs of the client. We know today's business needs and how to objectify a complex business pain into a small chunk of pieces and manipulate them into ultimate solutions.

In Darwinian business world, the quality of an organization's nervous system helps determine its ability to sense change and quickly respond, thus determining whether it dies, survives, or thrives.

We have a team of dedicated software professionals having wide exposure working on variety of projects.
We have a strong system of accountability, authority and responsibility.
We communicate and share information across the organization.
We strive for excellence in everything that we do.
We provide a superior customer experience in all our engagements.
We have an environment of openness, trust and collaboration.

Our Vision is to become the most renowned company by delivering High Quality, Innovative and Reliable Products / Services to our all the customers.

Our Goal is to help customers to achieve their own business goal with the help of technology.

Leading business software services provider that provides high quality and reliable Software Solutions & Services to its clients.
Catering majorly Pharmaceutical , FMCG & Export Industry.
Today, more than 200 clients, including some of the India's Reputed Exporters & Pharmaceutical Industry

View of Pharma Industry

Doctor's Clinic	Pharmacy	Stockiest	Medical Rep

MR struggling to get Doctor's time.

Doctor is tired from too many Medical Reps.

Doctor Decide to finish in 2 min each with them .

What did the MR from abc Pharma say about the new molicule ? I am unable to recall.
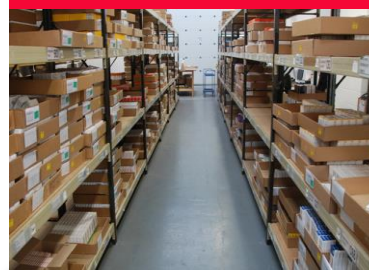
Pharmacist tired of Over stocking & non availabilty of stock

Waiting for last 2 days to get stock of abc . Stockist is not respoding

Doctor has changed the prescription basis on patient's remark of non availabilty.

I would have earned better profit with the previous prescription!!

Let Me club the visits /requirements and meet the pharmacists in next week

It is costly to deliver one or two units of patient drug separately

Secondary Sale done from Stockist end but non avavilibilty of Tertiary Sale at Stockist & Medical Rep end.

How am i going to impress the Doctor , when so many MRs are waiting it !.

There is delay in setting my expenses on the top of it from my Company

Should i switch to other company.

Challenges faced by Pharma Industry

MRs do not submit call Reports on time

Collection of data at all levels is tedious

Data analysis is also time consuming.

Productivity of the sales Team is unknown .

Online Tracking of sales team's effort is difficult

Field Force Location Tracking is Unknown.

Identifying False Reporting is very difficult .

Real Time Reporting is unknown without Mobile Reporting.

Are you hassled by loads of tedious paper work?

Still going thorugh thousands of mnaual DCR ?

Still not getting clear view of target Vs sales , Investment Vs Business , Dr Coverage etc?

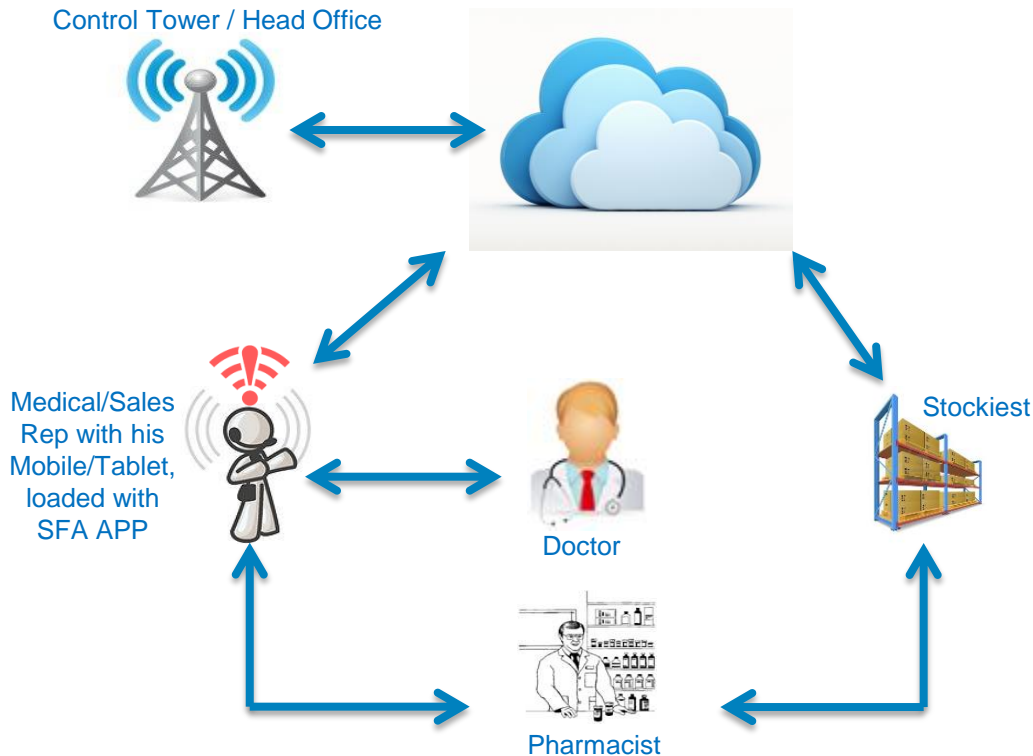Do you spend lots of time in collecting Data for creating MIS Reports ?

Do You get call Avgs, Product Promotions , Sample/ Gift Given , Mr Activity report at the click of a button ?

Are you facing a problem in keeping track of activities & expence of your Mrs ?
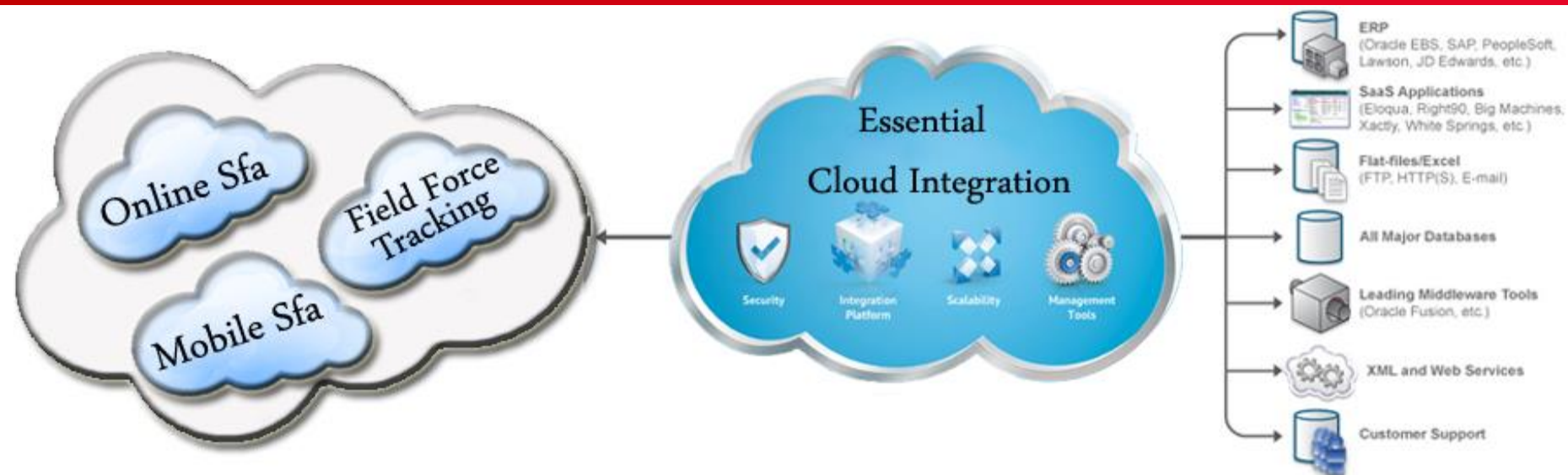
Solution Map with Essential-SFA

Solution Components

Control Tower / Head Office

Medical/Sales Rep with his Mobile/Tablet, loaded with SFA APP

Doctor

Stockiest

Pharmacist

1. APP submit daily Report basis doctor visited & chemist Visited with Area
2. Expense Report get generated for each Employee on the basis of Daily Working.
3. Rep book orders Product wise & send it to stockiest
4. Control Tower / HO can monitor productivity of each MR in real time
5. Mobile & Tablet Compatible
6. **Works in an online (2G or 3G) or offline mode eliminating the need for live data connectivity**.
7. GPS Tracking (Optional)
8. Identify False Reporting easily & can take action immediately.
9. workforce can be seen on MAP in real time and historical information on map is also available.
10. SMS Integration & Notifications.

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AN ESSENTIAL CHANGE

SALES FORCE AUTOMATION (Web & Mobile Based)

Any Companies Future is based on how it is projected in the market and the way its products are marketed. The marketing field force plays the most crucial part in the existence of the Pharmaceutical Marketing company. Proper planning of the field force helps in better profits. This package helps in planning and execution of the plans by the marketing Field Force. **EssentialSFA** will allow you to forecast your company's revenues accurately and you will be able to track every lead along with the capability to access customized reports for analysis on your sales performance.

EssentialSFA helps in keeping track of all the Doctors, activities, and business contact details. Reporting of kinds is possible for example the list of activities to be conducted (Tour Program),being conducted (DCR) for the months,Day or for Specific Period, the list of the Doctors , Chemists & stockist & invitee details & much more for different activities.

Every business enterprise strives to stay ahead by adopting solutions that increase field presence, in this competitive world. Our **MobileSFA** can boost your sales effectiveness as Real Time Reporting is possible. **Our Mobile SFA enables** the organization to exchange real time data related to day Activity, Customers Visit, Product demand (POB) etc.
The platform provided a simple mobile-based interface for the sales representatives to enter their daily field work report to the head office.This system also helps in designing sales and marketing field strategies that provide an opportunity to increase revenue and market share.

SALES FORCE AUTOMATION (Web & Mobile Based)

Why Essential SFA ?

- ✓ Accessible through any web browser
- ✓ 50 + Companies Online
- ✓ Running in Pharma , OTC , Courier & Insurance
- ✓ Very User Friendly Interface
- ✓ 24 x 7 Monitoring
- ✓ Online Examination , Drs Service , SMS Integration

- ✓ Web + Mobile Reporting
- ✓ MR Tracking integrated with SFA
- ✓ Tracks the workforce personnel in real-time.
- ✓ Can be integrated with Third Party Applications

1 Essential-SFA	2 Secured way of updating online Information on	3 Makes Handling very Easy
Provides mgmt control on Field Staff activities. Takes Cares of all Market Information needed to the company. Manage & track physician visits, as well as monitor and project sales quotas.	Tour Programs. Daily Call Reports (DCRs). Sample/Gift Inventory. Primary/Secondary/Tertiary Sales. Dailey/Monthly Expenses. Target Vs Sales Vs POB Attendance Mgmt/ Leave Mgmt. Online Examination. Dr Services/ CRM. RCPA	Through its user friendly Interface & Minimum Round trips. Through Analytical tool at MR , Manager , & Admin end. Report generation in Hierarchical way.

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QUICK INFORMATION ::

- ❖ Tour Program / Daily Call Report / Expense / Target Vs Sales.
- ❖ TP / DCR Summary/Deviation.
- ❖ How many Doctors / Chemist met missed exceed .
- ❖ Gift/Sample given/detailed to the Doctors/Chemist.
- ❖ Product Wise POB from doctors / Chemist.
- ❖ Product Wise Target Vs POB Vs Sales.
- ❖ What activities done on the day.
- ❖ Primary Vs Secondary Vs Tertiary Sales
- ❖ Call Avg , Productive Calls , Missed Call , Excess Call.
- ❖ Pending Samples Gifts with medical Reps.
- ❖ All report available thru Employee Hierarchy.
- ❖ joint working self working.
- ❖ Who is working today.
- ❖ Leave management report.
- ❖ RCPA (Retail Chemist Prescription Audit) Entry & Reports.
- ❖ Monthly Business Details/ Dr Services etc.
- ❖ Pre Call Planning last visit activities
- ❖ Brand feedback , next visit plan preference , issue raised and closed (RCPA)
- ❖ In Clinic -Effectiveness- connect to previous call issued Raised/ close building relationship.
- ❖ Online Examination Reports & Much more
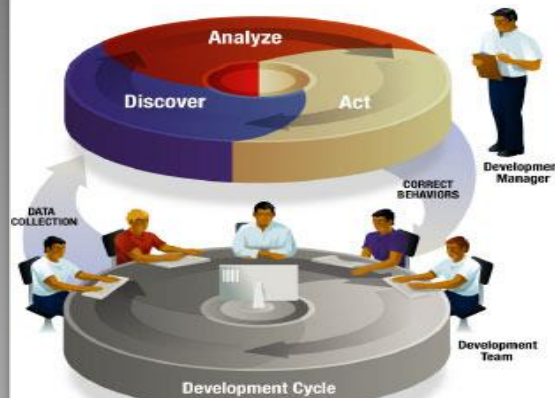
PRODUCTS AND SERVICES

Products / Services

1

- ✓ ERP (SD, MM , FI, Payroll, HRMS)
- ✓ Sales Force CRM
- ✓ Field Force Mobile GPS tracking
- ✓ Supply Chain management
- ✓ Payroll / HRMS
- ✓ Export Management
- ✓ School Managements

Development

2

- ✓ Software Development.
- ✓ Website & Web Application Development
- ✓ Ecommerce Solution.
- ✓ Mobile Application Development.
- ✓ Integration with Third Party Application
- ✓ ABAP Development
- ✓ SOA Realization

Support / Monitoring

3

- ✓ DBA Support (Oracle, SQL Server, MySQL)
- ✓ OS (AIX, LINUX, Windows)
- ✓ Network/Security Support & Monitoring
- ✓ SAP BASIS Support
- ✓ SAP R3 Application Support (QA, MM , PP, SD, FI)
- ✓ Support for Complete IT Infrastructure

and many more...............

TAKE THE NEXT STEP WITH US

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THANK YOU!