

Essential Soft Technologies Pvt.Ltd.

An Essential Change to make planet green



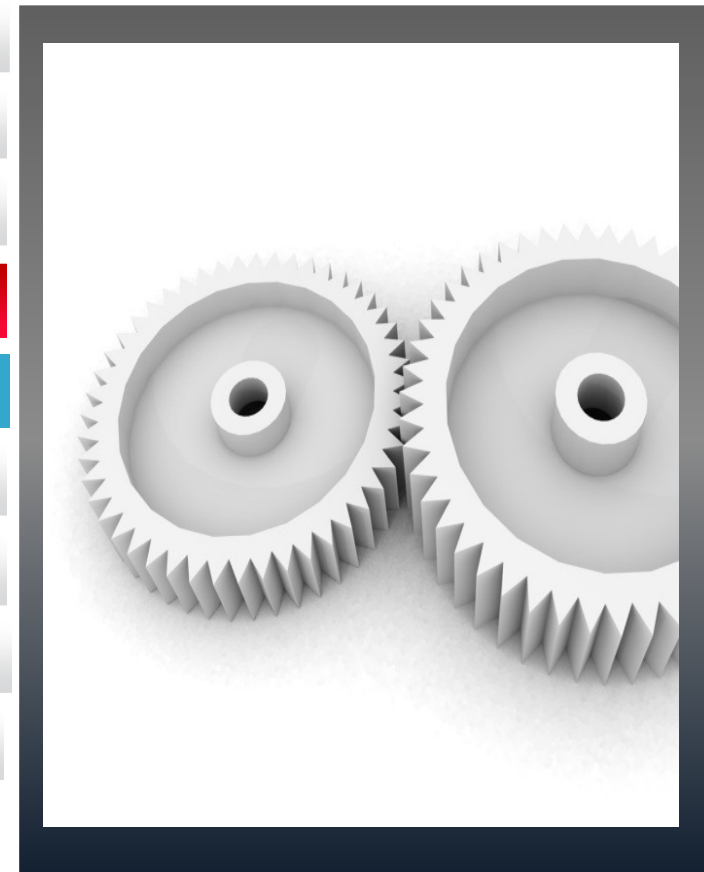
An Introduction to the Sprit of Company.

www.essentialsoft.co.in
www.essentialsf.com



Agenda

- 1 Introducing Ourselves
- 2 Views of Pharma Industry
- 3 Challenges faced by Pharma Industry
- ✓ 4 **Solution Map with Essential-SFA**
- ✓ 5 **Essential Cloud Integration**
- ✓ 6 e-Detailing with Essential-SFA
- ✓ 7 Location Tracking with Essential-SFA
- 8 Features & Benefits
- 9 Quick Information Available
- 10 Products & Services , Clients & Contact Us.



INTRODUCING OURSELVES



Established in 2000.

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.



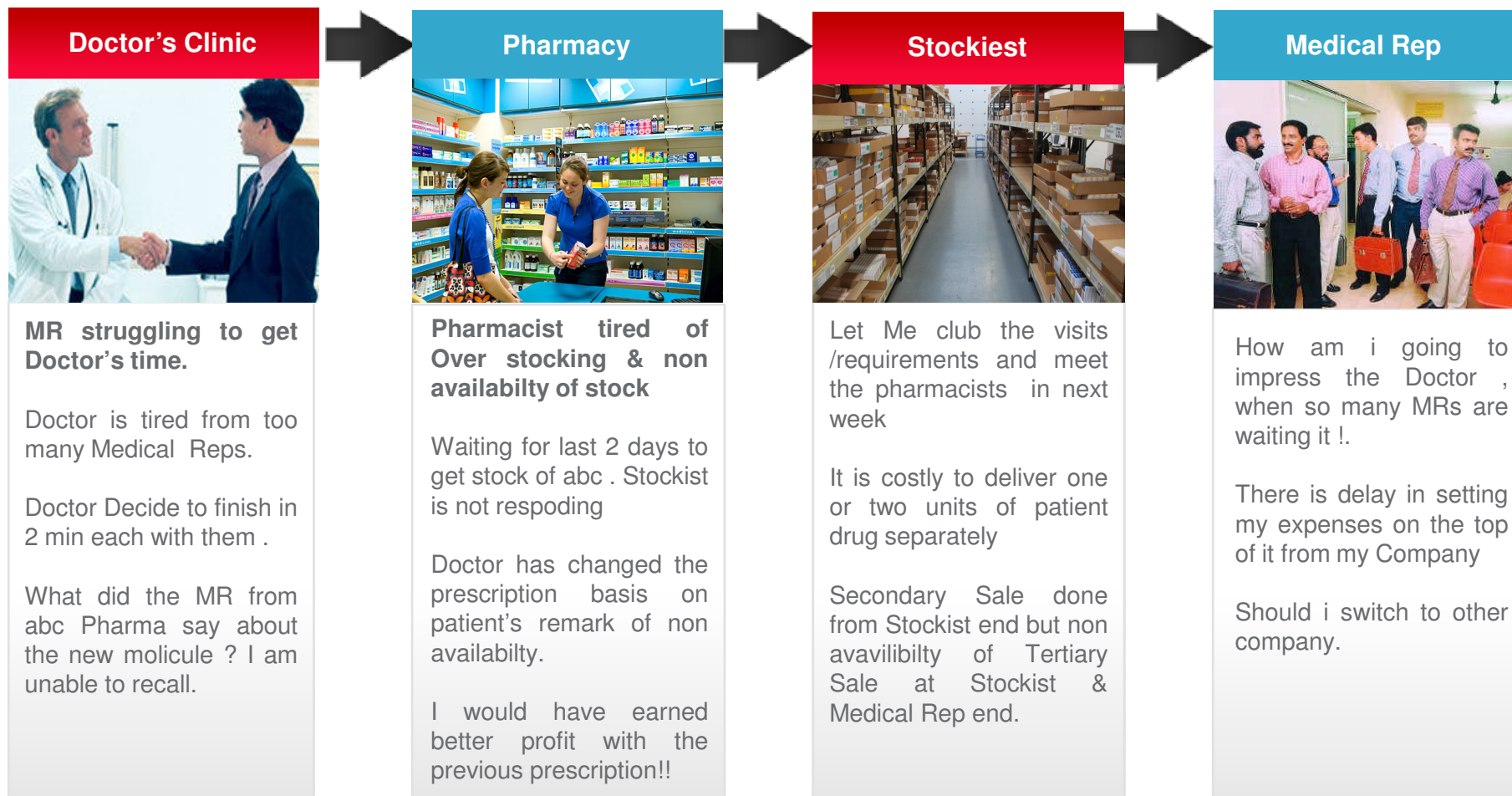
Leading business software services provider that provides high quality and reliable Software Solutions & Services to its clients.

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



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 through thousands of manual DCR ?

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

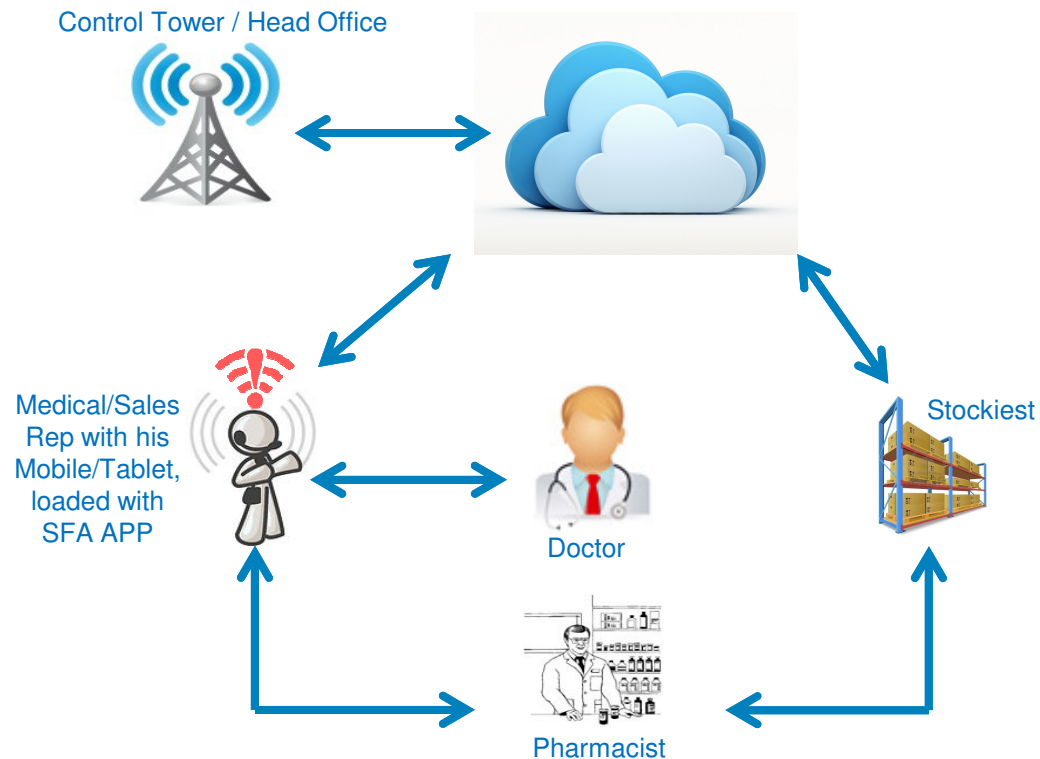
Do you spend lots of time in collecting Data for creating MIS Reports ?

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 & expense of your MRs ?

Solution Map with Essential-SFA

Solution Components



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. Head Office can monitor productivity of each Sales Rep 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.

❑ ESSENTIAL CLOUD INTEGRATION :

- ❖ Native Mobile APP for Online & Offline Working.
- ❖ GPS Location Tracking even without Internet Connectivity.
- ❖ E-Detailing /Content Delivery Solution
- ❖ Web Reporting Tool for “access-anywhere” mobility
- ❖ Essential-ERP, Payroll, SCM & SMS Integration
- ❖ Can be integrated with third party Applications
- ❖ 100 + Companies Online
- ❖ Available Country-Specific Settings.
- ❖ Hosted Solution with Zero Infrastructure Setup.



Medical Reps are normally on field and there might be network connectivity issue as Mobile network or Internet is not available all the time.

Our Native Mobile APP is designed to work in offline or online (2G or 3G) mode.

While Sales Rep is offline, he can submit Daily Call Report , Order Booking , Tour Program , Customer View , E-Detailing, and more. Once he will back online, he can upload all his pending actions to the Server. The actual location and actual time of Customer Visit will be captured in local storage & sync to server when Internet is available.

This helps companies to verify the visit of the Medical Reps & Mangers with Customers.



e-DETAILING WITH ESSENTIALSFA

- ❖ Chosen AV Content gets pushed to the Tablet provided to Sales Rep for presenting to Customers.
- ❖ All the content downloaded in Local Storage During Customer Visit , Sales Rep can do Product Detailing in Offline Mode (Without Internet).
- ❖ During The Call, the Rep will be able to access resources throughout the Organization to answer the physician's Questions or fulfill his requests on the spot.
- ❖ All the Detailing data save in Local Storage & HO can check Detailing Location, Time , Visit & Customer Feed back.



This is the use of electronic , interactive media to facilitate sales presentations to Physicians or Customers. Today, e-detailing remains a welcome solution for pharmaceutical sales directors looking to connect with physicians in a more efficient manner. Today , Pharma Companies Invest lots of Money in Training to there Sales Rep. Companies can save on Training. Sales Rep Can take Feedback from Doctors on the basis of product detailing .It will help to Monitor the Brand/Product recall with doctors.

Our advanced analytical solution provides both managers and Head Office with fast and multi-level access of the detailing Data & customer Feedback



FIELD FORCE LOCATION TRACKING WITH ESSENTIALSFA (GPS TRACKING)

- ❖ EssentialSFA APP Tracks all your workforce that have been registered on this system once thru mobile phone.
- ❖ **Organizations with employees in the field can see their exact locations** on Google Maps in near real time, Can Check Tour Plan Vs Actual, gather data from the field and can simplify the payroll process.
- ❖ **Every Morning**, your employees go to field; they have to "check-in" at their Phone which automatically logs their GPS location and then it capture employee locations during his Field Working .
- ❖ **Integrated with SFA** Our Tracking System is fully integrated with Sales Force Automation Software to monitor employee locations & Customers Call. It prevents False Reporting in the Field. It make real-time decisions that deliver optimal service levels and generate reports to analyze and improve overall business performance.



❖ We all know tracking and keeping an eye on some one is so difficult. And it becomes more difficult , if Your Employees are in Field. How do you know that your Sales people are doing a good job and they are on their regular visits to clients? Is it possible by filling up the DCR on Time? For example, In Pharma Sector, medical representatives are required to visit doctors to give them the medicines for trial & Detailing of their Products. There must have been times when the representative fills up DCR claiming that he had gone to the doctors whereas he never went there. Keeping an eye and checking everyone becomes difficult. It was a very tedious job to call the doctors and know if they actual received the medicines or not & about the Visit time.

❖ **Benefits :**

- you can **Always get Actual Reports about your field force.**
- It Helps in better utilization and management of Workforce.
- It Helps preventing the corruption in field.

FEATURES & BENEFITS

❖ Features :

- Offline Data Entry.
- Offline GPS Location Tracking.
- Offline E-Detailing /Content Delivery Solution.
- Even works on 2G network.
- Real time data access to Field Personal
- Customer Entry with Physical Location
- Can be integrated with third party Applications
- Available Country-Specific Settings.
- It is very user friendly



❖ Benefits :

- Increases Productivity & Decrease cost
- Easy Data Entry, Data Selection. No Pen-Paper entry required.
- Sales staff can use their time more efficiently and more effectively
- Sales manager can become more efficient and more effective
- Company can become more alert and agile
- Improved Customer Satisfaction and trustworthiness
- Increased profit margins
- Helps in planning and forecasting
- Real time location tracking
- Reduce duplicity and errors
- Most cost effective and feature rich solution



QUICK INFORMATION AVAILABLE ::

- ❖ Tour Program / Daily Call Report / Expense / Target / Secondary 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.
- ❖ Target Vs 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 Reports.
- ❖ Who is Working Today or Day wise Analysis.
- ❖ Attendance Register & Leave Management Report.
- ❖ RCPA (Retail Chemist Prescription Audit) Entry & Reports.
- ❖ Monthly Business Details/ Dr Services etc.
- ❖ Product Wise Performance & Time Management Reports.
- ❖ Team Effort Summary and Quick + Analytical Reports Hierarchy Wise.
- ❖ Pre Call Planning or last visit activities
- ❖ Online Examination Module & Reports & Much more



PRODUCTS AND SERVICES

Products / Services

1

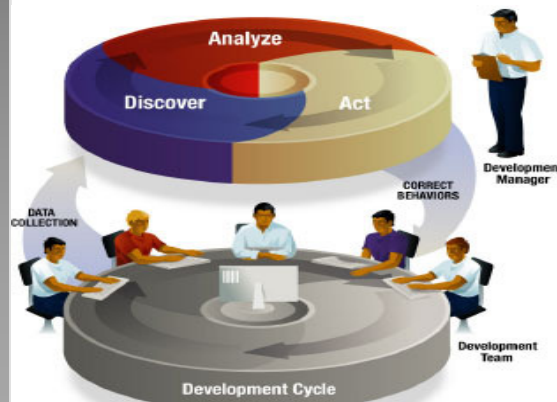
- ✓ ERP (SD, MM , FI, Payroll, HRMS)
- ✓ Sales Force CRM
- ✓ Field Force Mobile GPS tracking
- ✓ Supply Chain management
- ✓ Payroll / HRMS
- ✓ Export Management
- ✓ School Management.
- ✓ Hotel Management.



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



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The Joy Of Growing Together

dkt

More than a brand, a cause.™

Born From **Dabur** in 1992



**MODI
REVLON**



(A Division of Win-Medicare Pvt. Ltd.)
Umesh Modi Group Company



Anhox®

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pure**

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Technology
Dermal Experience

and more at essentialsfa.com



TAKE THE NEXT STEP WITH US



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THANK YOU!