



1KEY Business Intelligence Customer Case Study



Overview

Country or region: India
Industry: Healthcare

SRL Limited
Mumbai, INDIA
www.srl.in

Revenue: ₹2500 crore (approx)
Employees ~2800 (as on 31st May 2011)



G. Radhakrishna Pillai
CIO
SRL Limited

I.T. Infrastructure

Enterprise Applications

SAP, Centralized Laboratory
Information System (CLIS)

Database

Oracle,

Data Warehouse:

Oracle, SRL Resource Planning (SRP)

Business Intelligence

1KEY BI

Comprehensive Business Intelligence Application Addresses Data Analysis & MIS Reporting Needs of SRL Limited

SRL opts for dynamic reporting for its customers with 1KEY Agile BI Suite

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- G. Radhakrishna Pillai, CIO, SRL Limited

Super Religare Laboratories Limited (Formerly SRL Ranbaxy Ltd.) is one of the leading pathology laboratory networks in India, servicing nearly 1550 hospitals/path labs and over 50,000 doctors. SRL along with its subsidiary Piramal Diagnostic Services Private Limited performs over 33,000 tests/day and catered to approximately 4.20 million customers during the nine month period ended December 31, 2010, offering a comprehensive range of over 3,300 diagnostic tests, from the routine to the highly specialized tests. The tests are based on more than 200 technologies covering most known diseases. Super Religare Laboratories Limited commenced operations in 1996, with business extending to United Arab Emirates, Oman, Qatar, Kuwait, Bahrain, Sri Lanka, Bangladesh, Nepal, the Maldives, Tanzania and Zambia.

‘SRL believes in practice ‘World Standard at Indian Price’. I think 1KEY also offers the same thing. That’s one of the reasons for selecting 1KEY BI.’

- G. Radhakrishna Pillai, CIO
SRL Ranbaxy Limited

Challenge

One of the challenges was to analyze the data, understand the customer behavior. We are using our own in-house ERP which is CLIS along with SRP as data warehouse. But it is difficult to generate reports from it. We decided to use BI solution for customers as well as my sales team to do the predictive analysis. IT team didn't want to waste time in developing a system for generation of reports. Another challenge was faced when we shifted from SRP to SAP. BI solution also needed to be upgraded to pull data from SAP for generation of reports.

Why 1KEY BI

SRL selected 1KEY BI because it provided us with BI services at cost-effective price in shorter time. It gave us a higher level of business intelligence (BI) capabilities that:

- Cost was one of the major driving factors behind selection of 1KEY
- Integrated easily with our existing ERP system CLIMS and SRP
- Easy to use interface
- Effortless generation of reports
- Easy to share reports

Evaluation parameters

Prior to selecting 1KEY BI, we evaluated BI tools based on its ability to:

- Ease of Use
- Cost Effective Solution
- Dynamic reporting
- Anywhere Access through Web
- reach large user base
- Time taken to generate reports
- slice and dice the info for further analysis

Luricative Features of 1KEY

- Easy deployment of reports
- Dynamic reporting
- Expeditious sharing of reports via web
- Numerous features at cost effective price
- Smooth connectivity with SAP
- No scheduling as users are given the access to run their own reports

Implementation Plan

In 2008, when SRP was used as data warehouse, 1KEY was installed on the servers. Demo / Training was given to IT team of SRL Ranbaxy on how reports can be generated on 1KEY. 1KEY was then handover to the IT Team and reports were generated by them on their own.

In 2010 Feb, when SRP was replaced by SAP, 1KEY was immediately selected for generation of reports as it was already in used across organization and business users were already satisfied with performance of 1KEY. BI tool needed to be connected with SAP for generation of reports. 1KEY SAP connector was deployed. MAIA team along with SRL team worked together for 3-4 months for connecting with SAP and generation of reports. In the process we ensured that the quality and performance is not degraded anywhere. SAP data was pulled from Oracle and reports created on 1KEY. The entire setup including the development (of reports) and support is now managed by the IT team of SRL.

'1KEY has helped IT team of SRL to fulfill almost all of the requirements of business users. With low cost investment and easy to use interface, 1KEY has met all our expectations.'

- Dinesh Kumar, Manager IT

SRL Limited

Benefits

With 1KEY BI meeting the reporting needs of the business user, IT team of SRL can concentrate on other important projects. The implementation was completed in much shorter span of time and users found 1KEY BI achieving satisfactory results in all domain areas including sales, finance and inventory.

SRL now looks on 1KEY as one source destination of reporting queries.

- Reveal hidden information from enormous amount of data
- Helps analyst and managers determine which adjustments are most likely to respond to changing trends
- Free up IT resources by empowering business users
- Improve your current service model
- Track key business metrics to improve your operational performance
- Enhance communication among departments, coordinate activities and help respond more quickly to dynamic market fluctuations.
- Sharing of reports is matter of few clicks.
- Multi-dimensional reports with graphical interface and visually appealing charts adds extra dimensions to decision
- With 1KEY KPI, Tracking performance has never been easier than this.

1KEY BI helped SRL standardize reporting across location, gain fast and precise observation with access from hard-to-reach SAP data to solve complex business problems, react quickly to changing market trends, improve sales and financial departments action taking capabilities, Thus empowering business users to take actions with minimum risk and maximum profit. Users at SRL now use pre-configured reports, with reduced

analytical time, improved efficiency and streamlined operations thus contributing to forward visibility.

1KEY BI empowers SRL to easily drill down and drill through from summary to transaction as well as extend to include a wide range of data elements and sources.

1KEY makes all this reporting possible for SRL without the need for technology expert for constructing complex queries. Thus saving lot of time consumed for generation of reports and increasing productivity.

1KEY BI helps SRL extract SAP data from across the domains to gain a consolidated view of information from a wide variety of sources across the enterprise.

Return On Investment

The IT team at SRL is excited about the efficiencies they are realizing by standardizing on for enterprise monitoring, reporting, and analysis. 1KEY BI was cost effective, and hence has turned to form a great value proposition for SRL. We are very much confident to achieve ROI within the very first year of implementation of BI.

Support & Service

MAIA Intelligence has been providing amazing support. They have trained the IT team at SRL on development and administrative support perspective. Later on the in-house team took over the development for upcoming requirements from business user's side. The service of Vendor Company helped SRL gain greater insight into product and producer effectiveness and support better analysis and decision making across enterprise.

The BI consultants helped the company develop a roadmap to align BI processes and technology with its business strategy.

Users of 1KEY BI

- Around 50+ users
- Top Management
- Business Analysts
- Collection centers
- Corporate clients

Partial List of Reports

Around 50 to 100 real-time reports are being used by SRL to monitor the business numbers, track productivity, schedule resources based on volumes and manpower roster from 1KEY BI.

- Sales report
- Financial report
- Inventory report
- CEO Reports
- Collection center reports
- Cube and Views

Sales: Major benefits of 1KEY reporting are being used by Sales team with numerous reports put to use. Various reports such as Service lab wise sales, Performing location sales, Sales register client wise/ Invoice base / ASM/ Client wise/ Summary Invoice based etc are used by business users on daily basis,

Finance: Finance team's work has been made easy by 1KEY reports. Various reports such as Customer aging report – Collection manager wise, Customer aging report based on credit days, Customer Aging summary, Customer aging as on given date etc. are used for analytical purposes.

Inventory: 1KEY BI allowed SRL to shorten raw material addition times, improve

inventory productivity, shorten overall cycle and changeover times etc. Inventory management team can take reliable decisions based on reports.

Future Roadmap

Currently only Cube and Views are being used by SRL. Lot many capabilities are yet to be exploited.

- Dashboards to get KPI's instantly
- Gauge reports to constantly measure performance
- In-depth predictive analysis for future visibility
- Ticker to continuously monitor movement across departments
- Getting more information for users to users
- Bringing real time information for business agility
- Maximize report accessibility to customers as well as internal employees.

Conclusion

This is an exceptional success story. 1KEY BI has truly stream-lined, organized and brought together all departments to work towards the success of the company. 1KEY BI has brought about a revolution in the way of operational reporting. From top to bottom, 1KEY BI has empowered employees to take critical decision with equal ease. 1KEY BI has been a successful milestone in the history of the company.

For More Information

For more information about MAIA Intelligence products and solutions, call Sales Information Center at: (+91) 022 668 88 999 or e-mail us at: sales@maia-intelligence.com. To access information using the Website: www.maia-intelligence.com

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MAIA Intelligence