

Soham standardizes reporting & gives valuable information with 1KEY BI to its Pharma ERP customers

Overview



Soham Computers
Ahmedabad, INDIA
www.sohamcomputers.com

Industry: Software



Suketu Shah
CEO
Soham Computers

I.T. Solutions:

Enterprise applications for pharmaceutical industry



" We chose to integrate 1KEY BI with our Pharma ERP Suite so that by delivering a state-of-the-art, comprehensive reporting solution, we are enabling our customers to manage their reporting needs more efficiently and effectively."

- Suketu Shah, CEO, Soham Computers

Soham Computers is a well known & reputed IT software name in the pharma industry with 21 years of experience. Few of its customers are Biodeal Laboratories, S.Kant Healthcare, Astral Pharmaceuticals, Vasu Healthcare, Mercury Laboratories to name a few. Soham's customers are primarily engaged in loan licensing production of large companies like Abbott, Glenmark, Lupin, Nicholas, Ranbaxy, Cadila, Zydus etc. Soham's core strength lies in best after sales service it provides to the client. Their maximum sales are through client referrals.

The Business Intelligence for Pharmaceutical industry represents a significant market opportunity in terms of market size mainly because they are composed of large organizations. These companies accumulate vast amounts of data through global discovery projects, numerous clinical trials, and post-marketing activities. These factors create a more pronounced and immediate need for BI tools across the product lifecycle in the Pharma sector. As a result, a growing number of companies are turning towards enterprise-class BI solutions that provide a common underlying architecture and end-user interface and integrate data from different laboratories both research and clinical.

“1KEY BI delivers the breadth and depth of analysis, insight, and actionable intelligence, pharmaceutical organizations require.”

Suketu Shah
CEO
Soham Computers

Challenge

Soham Computers develops enterprise software for the pharmaceutical organizations. Soham’s customers include small and medium pharmaceutical companies with a turnover of Rs.50 crore and more.

Soham’s mission as a leading provider of pharmaceutical Information Technology solutions is to optimize operational and financial outcomes, and help these companies elevate production, quality and efficiency. They do this through the company’s pharmaceutical suite, which supports day-to-day operational and transactional activities, can be deployed at client sites or through Cerner’s hosted environment.

Soham’s software maintains robust manufacturing and business information over time. Soham had a challenge in terms of ever growing demand for reporting needs of the functional users of the pharmaceutical industry. They were actually looking out for a tool that can be integrated to deliver the breadth and depth of analysis, insight, and actionable intelligence that pharmaceutical customers need. 1KEY BI integration with Soham solutions provides convenient access to this intelligence from within Soham applications.

Approach

Soham approached MAIA for its reporting and analytics software 1KEY BI in July 2008. MAIA trained the technical & functional team of Soham on 1KEY BI report creation, database connectivity, 1KEY architecture, business user related features etc. With 1KEY, Soham made a library of standard reports available to its customers, including Trend analysis reports (for QC & QA department), Sales analysis reports (for Marketing department), Purchase & Consumption analysis (for Store department), Batch costing analysis (for Costing department), Fund flow management (for Finance department), Production planning and achievement (for Production department).



“The pharmaceutical companies need complete visibility into their business performance. In the pharmaceutical industry perhaps more than any other, time is money. The answer to many of these issues lie in a company's ability to extract knowledge from raw data and to make it readily available where and when it is needed. Reporting and analytics is pivotal today for pharma companies”

Suketu Shah

CEO

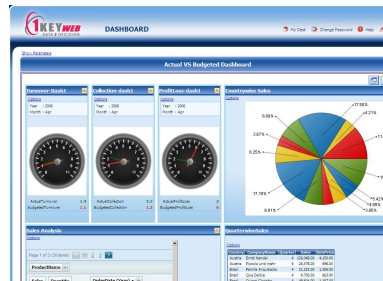
Soham Computers

Results

With 1KEY BI, Soham is now able to deploy a robust, cost-efficient reporting solution on its pharmaceutical solutions. Soham can now also reap the benefits of 1KEY BI — including the scalability, and cost benefits. Now, several departments across its customers use 1KEY BI for their reporting needs—including production, sales, operations, and finance. The reports are easier to read than ever before and are offered in several different formats, such as PDF, XML or CSV.

Soham is now able to give its clients easy access to valuable information, and save time and report development costs. Suketu Shah, CEO, Soham , says, “The reports offered are now filled with rich real time analytic features which we didn’t have before, like graphs and charts. We can also create reports in about an hour rather than spending on them several days or weeks. Our developers can focus their time on more important development projects instead of reporting.”

Soham’s clients are also happy with the new reporting process because they have instant access to critical information. Shah adds, “Our clients didn’t want just spreadsheets or lines of data. They wanted the information presented in a way that allows them to more easily understand what’s going on with their trades. With 1KEY BI, we’re able to give our clients information they’re looking for in the form in which they can easily absorb it.”



About Soham

Soham Computers is the leading enterprise Pharmaceutical software and services for Pharmaceutical organizations. Soham’s pharma software enables pharmaceutical organizations to translate strategies into plans, monitor execution, and provide insight to improve financial and operational performance. Soham has a range of proven softwares for Pharma Formulators, Bulk Drugs, C&F Agents, Pharma Distributors, Pharma Raw Material Traders. SOHAM Computers focuses extensively on pharmaceutical solutions which are simple & easy to use systems and has more than 1200 customers on different platforms and various needs. SOHAM Computers has the unparalleled industry expertise necessary to address the complex processes in pharmaceuticals. For More information, visit: www.sohamcomputers.com.

About 1KEY Agile BI Suite

1KEY Agile BI Suite is the only single layer, interoperable, ground up built end-to-end BI product. Our Customers’ CXO level groups have experienced the benefits with highest adoption ratio where in 1KEY AGILE BI Suite is now used by both expert BI analysts and operational business users in mass. For more details visit

www.maia-intelligence.com/agile.htm.

