

## Case Study

# Helping a global pharmaceutical company combat threat from counterfeit drugs

### Business Situation

The customer—a research-driven, global pharmaceutical company with more than 4,100 employees, operating in 95 countries and several product segments—had concerns that its brand and profitability would suffer due to an increase in the creation and distribution of counterfeit drugs. As a result, its management searched for ways to combat this problem, which had potentially devastating brand, patient safety and revenue impacts. The executives wished to become compliant with the US Food and Drug Administration's 21 CFR Part 11 regulation, which requires robust electronic records and digital signatures. It is designed to and overcome the difficulties and inefficiencies associated with handling “drug pedigree” information on paper.



### Mahindra Satyam Solution

To resolve and reduce the potential damage of counterfeit drugs and to streamline its record-keeping (for date of sale or purchase, names and addresses of parties involved in transactions) and become compliant with the FDA's regulation, the organization partnered with Mahindra Satyam. The Mahindra Satyam team implemented Gentran EDI to track and trace drug pedigrees, and integrated Gentran Server with SAP R/3 for end-to-end visibility. The team also configured a trading partner mailbox to send and receive ePedigree documents via Sterling VAN (SIB). Moreover, Mahindra Satyam custom developed ASN/856 (an advanced shipping notice application) to ensure pedigree compliance and mapped ANSI X12-850 inbound transaction sets with SAP IDOC format.

### Benefits

By engaging Mahindra Satyam, the client could establish a system for secure and quick electronic transmission of data, thereby increasing the efficiency and transparency of the supply chain. All pedigree information was transformed into electronic format, which made it far less expensive and consistent. The “track-and-trace” facility Mahindra Satyam introduced also provided high visibility into the drug supply chain, effectively removing the chance for counterfeiting, while achieving compliance with FDA regulations.

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### **Mahindra Satyam's Product Lifecycle Management Practice**

Mahindra Satyam's Product Lifecycle Management Practice helps customers bring their products and services to market more quickly. The team manages clients' product portfolios by capturing customer requirements and integrating product design with product launch to predict demand and performance and simulate supply and manufacturing capacity. Mahindra Satyam's PLM consultants provide comprehensive, end-to-end services via a proven onsite-offshore delivery model that helps customers realize business continuity around the clock and throughout the year.