

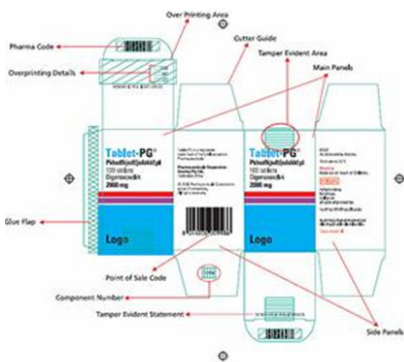
Artwork and Packaging Management

End-to-end product lifecycle management

Artwork and Packaging Management is the process of managing packaging changes per customer brief and adapting artwork from their source language to create artwork in different languages.

In the Life Sciences industry, drug recalls have had a big impact on cost and brand image for various organizations. Decentralized operations are adding to higher costs, as regional design centers were set-up for each site or market. Different units follow their own standards and procedures, with an absence of effective knowledge management systems and no access to prior artwork and compliance to FDA guidelines.

Artwork and Packaging Management is Mahindra Satyam’s high-end BPO offering that encompass an end-to-end product lifecycle management tool with comprehensive (business process) tracking capability of the artwork from the originator to final printing. The scope of services spread across implementation of a centralized Global Pack Management (GPM) system and an offshore service center, with standardized change management process, 24x7 operational capabilities and multi-lingual support.



Artwork Sample

Pack Design	Marketing Collaterals	2D Animation	Web Design	Editorial Services
<ul style="list-style-type: none"> • Design Change • New Design • Modifications • Multi-lingual 	<ul style="list-style-type: none"> • Brochures • Newsletters • Website Design • Flash Intros • Motion Graphics • Video Trailers 	<ul style="list-style-type: none"> • Flash Animation • Webisodes • Storyboarding • Concept Art 	<ul style="list-style-type: none"> • Flash Intros • DHTML /HTML • Interactive 	<ul style="list-style-type: none"> • Content Design • Content Editing • Proof Reading • Page Layout

Why Mahindra Satyam

- Cost effective and scalable model
- Quality procedures that add value
- Enhanced focus and increased productivity
- Expertise - the very best for the job
- Extremely robust security systems

Critical Value Delivered

- Proof-reading accuracy of 100%
- 6 Sigma projects to improve quality
- Right First Time (RFT) quality stands at > = 85%
- 24x7 operational capability
- Multilingual support in English, French, Spanish, Arabic, and Polish
- Zero non-compliance



About Healthcare & Life Sciences Practice

The Healthcare & Life Sciences practice serves leading Healthcare Providers, Health Insurance, Pharma, Biotech and Medical Devices companies across the value-chain, by providing IT solutions and services with improved value and reduced operational risk. The practice has consultants and domain specialists with experience of serving across a broad solutions portfolio. Mahindra Satyam's integrated healthcare services are specifically tailored to provide customers with a wide range of options, while maximizing business benefits for companies of all sizes and profiles.

For further information please write to rfi@mahindrasatyam.net

Case Study on Artwork and Pack Management for a Top 3 Pharma

Business Challenges

- 2-3 Product Recalls every year led to higher costs and lower brand perception
- Lack of process standardization – each artwork studio did it in their own way
- Delay in artwork release due to staffing issues led to stock out for many products

Mahindra Satyam Solution

- Consolidated various artwork studios into regional service centers (RSC), globally
- Set-up standardized process using a single workflow tool
- Created multi – skilled team spread across various sites and markets
- Setup FDA compliant and validated environment with multi – lingual capability

SLA Achieved

RFT – 85%; Schedule Adherence – 90%;
Recall – 0; Proof reading – 99%

Business Benefits

- Significant reduction in resource cost
- Cost per artwork reduced drastically
- Productivity improvements led to scalability with minimum cost
- No Product Recall till date for India RSC– the cost of each is estimated to be \$10-15 million

Operational Benefits

- Zero non compliance issues since four years of operation
- 24x7 operational capability
- Process training and query resolution across the network – addressing more than 9000 users
- Productivity improved by 100% from start of operations
- Multi-lingual support in English, French, Spanish, Arabic, and Polish