

Pack Management for a global pharma major



Customer

One of the world's largest pharmaceutical companies. The company sells its products in more than 130 countries.

Business Challenge

The customer prior to 2003-04, faced the challenge of integrating the separate identities, strategies and packaging operations of its various legal entities and companies inherited through various M&A activities. During this period the customer initiated several new packaging initiatives, including a re-engineering project for managing the company's artwork creation facilities. Some of these activities were a result of the mergers while others were in response to changes in the dynamic pharmaceutical marketplace.

The customer makes more than four billion packs of medicines and healthcare products every year. The packaging for these drugs include designing new or modifying existing outer packs which include cartons, foils, blister packs, label, inhaler and tubes. The designs and instructions on these packs have to comply with Food and Drug Administration (FDA) guidelines.

Pack Management System

Key objectives of the project included

- **Standardize the 'change' process:** The process of making packaging changes should be uniform, so that everyone across the entire organization works the

same way. This improves efficiencies because work can get done either faster or with fewer people. It also helps ensure regulatory compliance, which was a concern for two reasons: One, artwork error is the most frequent cause of a product recall and two, because of the mergers and market conditions, the customer was driving through a massive amount of labeling changes.

- **Create a pack catalog:** The purpose of creating a pack catalog was to centralize the customer's current packages so that they can be accessed by all employees at any given point in time. For example, duplication of work can be avoided if the employees could see what was already available within the manufacturing organization. The purpose of the catalog is to share ideas worldwide, while promoting packaging component optimization.
- **Centralize artwork production:** Four artwork centers were responsible for managing the packaging graphics for all existing products. By building a small number of artwork facilities, the customer was able to maximize resources, including the language skills of its employees. Together, the locations of the centers accommodate languages for all the customer's markets. The locations were strategically selected for a number of reasons, including cost, personnel resources and ability to support customer operations globally among three major time zones.

Case Study

- Standardize and centralize information technology:** A single centralized IT system allowed the company to create its pack catalog and helped increase the workflow capability because they could monitor a job's progress through the system. The customer standardized and validated the artwork design tools, using the graphics industry standard of Apple Macintosh computers and softwares to avoid any issues of encryption when the artworks are transferred from one machine to another. The system had the capability to collaboratively review and approve. The system's monitoring capability also lets the customer assess the performance of different operating units based on project timetables and customer expectations

Mahindra Satyam BPO's Solution

The customer approached Mahindra Satyam BPO for managing one of the artwork centers, which would be based in Hyderabad, India. Mahindra Satyam BPO, with its well-established and structured methodologies, tools and techniques and competencies gained through its animation service offering provided the customer with a solution that would:

- Streamline change order request processing
- Introduce Right First Time methodology to improve accuracy levels

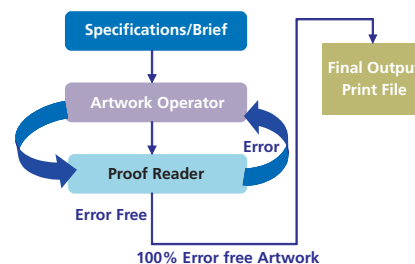
Mahindra Satyam BPO's team of consultants and SMEs worked with the customer, in their facility for 4 weeks to understand the requirements. They placed special emphasis in the following areas: packaging and artwork flow; compliance with the customer's quality management systems; FDA regulations and security risks & concerns.

Managed Services at Mahindra Satyam BPO RSC

Mahindra Satyam BPO manages the Regional Service Center (RSC) handles end-to-end processes for the Pack Management Process – from Specifications to Brief, to Artwork, Reprographics and then to Proof. The key activities handled by Mahindra Satyam BPO RSC are:

- Manage changes for existing or new pack requests for products using a global workflow tool
- Manage the complete lifecycle of change right from when a request comes in for change until the product is available on markets shelves

Mahindra Satyam BPO is the only outsourced international center for the pharma major as the other centers are managed by the customer. Mahindra Satyam BPO is designed as a 24 * 7 centre that is physically and logically separated from other Mahindra Satyam BPO engagements.



Key benefits delivered

- The Mahindra Satyam BPO RSC has achieved a proof reading accuracy of 100%
- It provides 24x7 operational capability for the customer's international sites and markets
- It provides multilingual support
- The Mahindra Satyam BPO RSC is now the BCP site for the European centers' to manage the overflow capacity
- The RSC also provides global support for the process including process documentation authoring
- Mahindra Satyam BPO through its robust quality framework lends rigid quality mechanisms to the pack management process
- Zero non-compliance over 4 years of operations
- Mahindra Satyam BPO's training competencies and process knowledge has made this center a self sufficient workplace
- Mahindra Satyam BPO's analysts are now part of the customer's team involved in transition of processes in other locations around the world