




# Pharma Smart Reporting

Optimize and empower your field force



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# About ecubix

“Ecubix is a business consulting company that implements Smart Industry 4.0 solutions for improving **Sales Efficiency, Channel Effectiveness, Supply Chain Optimization, Real time Manufacturing Intelligence** and **Analytics** to catalyze Digital Transformation”



Cutting Edge  
Solutions



Association with  
Global Leaders



CMMI level 3  
certified



Domain and  
Solution consultants



ISO certified  
9001-27001

**180**  
customers

**15+**  
Countries

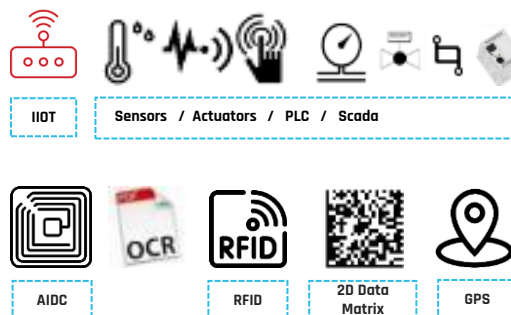
**500+**  
Projects

**\$350**  
MN saved

## INTEGRATIONS



## CONNECTORS



## SECURITY



Information Security guidelines

## PARTNERS

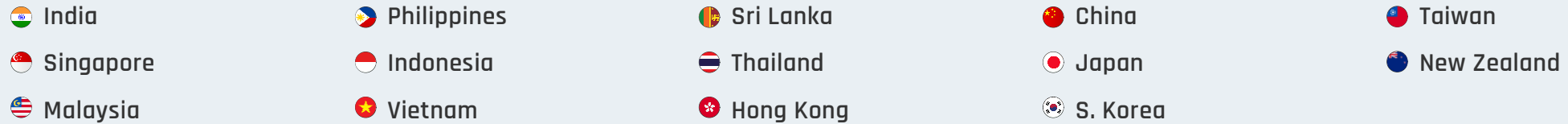


VAR Partner



## Some of our Valuable Clients

### We serve world wide



### Our Global Customers



# Our Strength in Pharma



10+ Years of presence in Pharmaceutical industry



200+ Clients



20,000+ Users



98% Support tickets are responded in 2 hours



Award winning Platinum Product



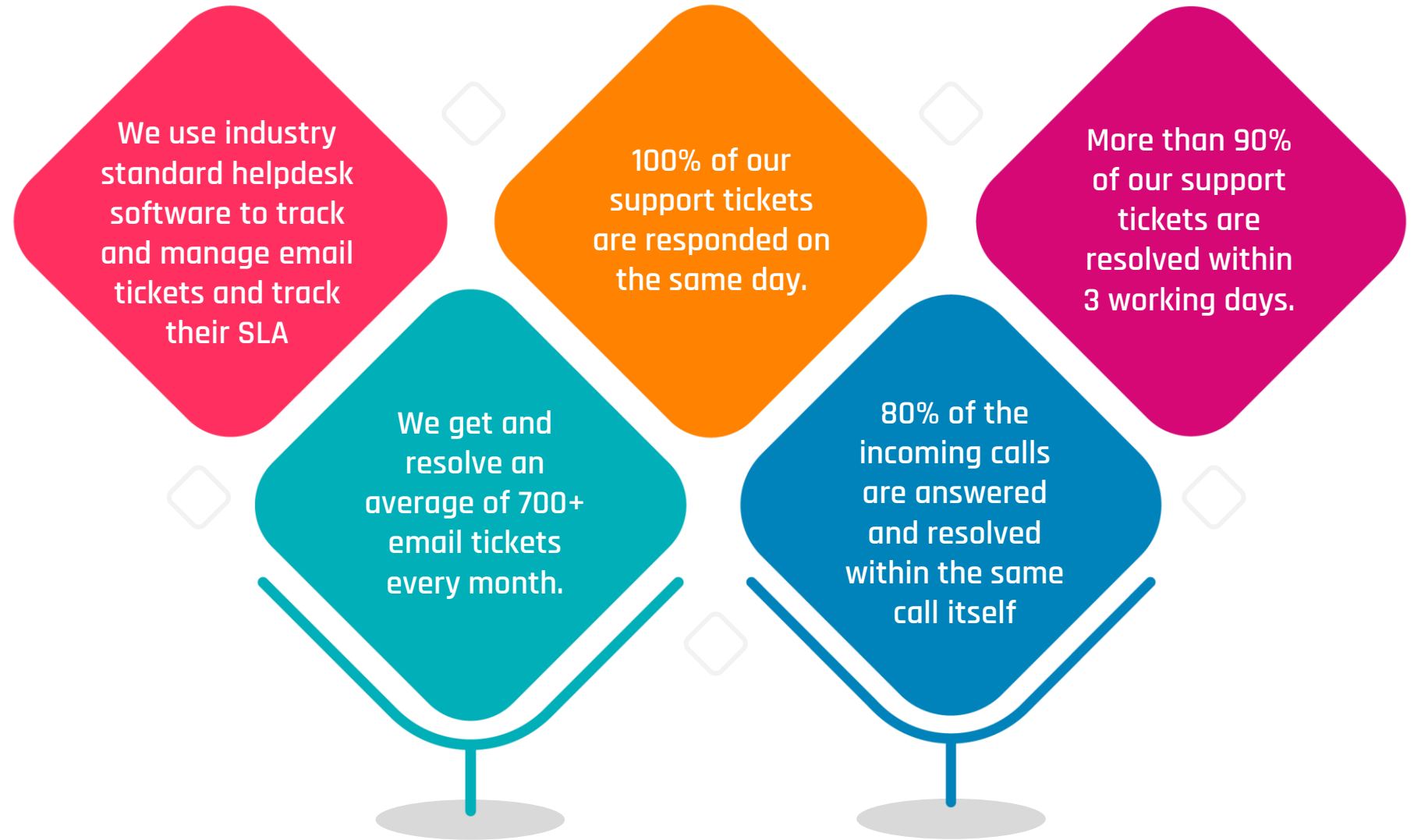
Multi country - Multi lingual



Secure hosting with DR



As ecubix Smart Sales solution is used by many customers across the industry, we not only implement the solution, but also have strong infrastructure for post implementation support. We have a dedicated customer support team for providing continuous support for product users.



# Why Choose ecubix Smart Sales?



- Tour Plan
- Work Reporting
- Leave Management System
- GPS based Location Tracking
- RCPA
- Expense Claim
- POB, Secondary Sales & Support
- Target Setting
- Primary Sales
- Visual Aid (e-Detailing)
- Skill Review
- eLearning & eassessment
- Alerts & Utilities
- Performance Analysis (MIS & Reports)
- Doctor Potential



Web App

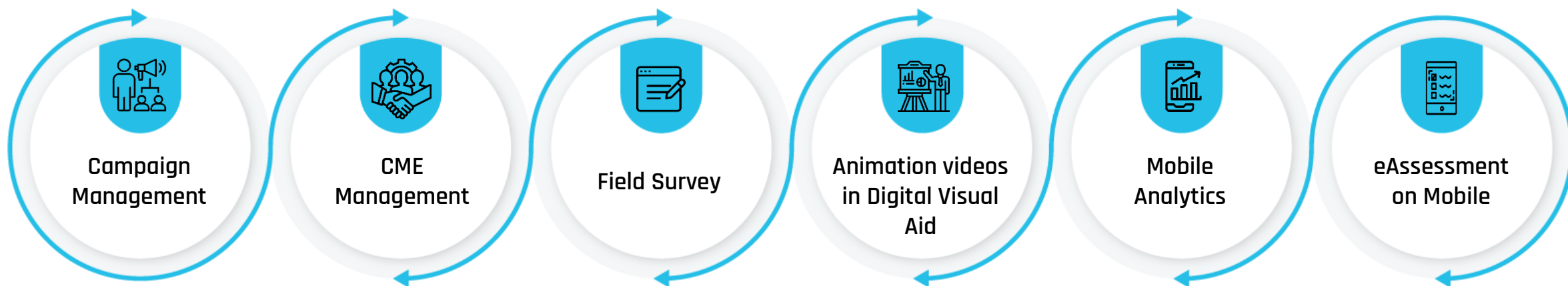


Android & iOS App



SMS Support

## Upcoming Modules



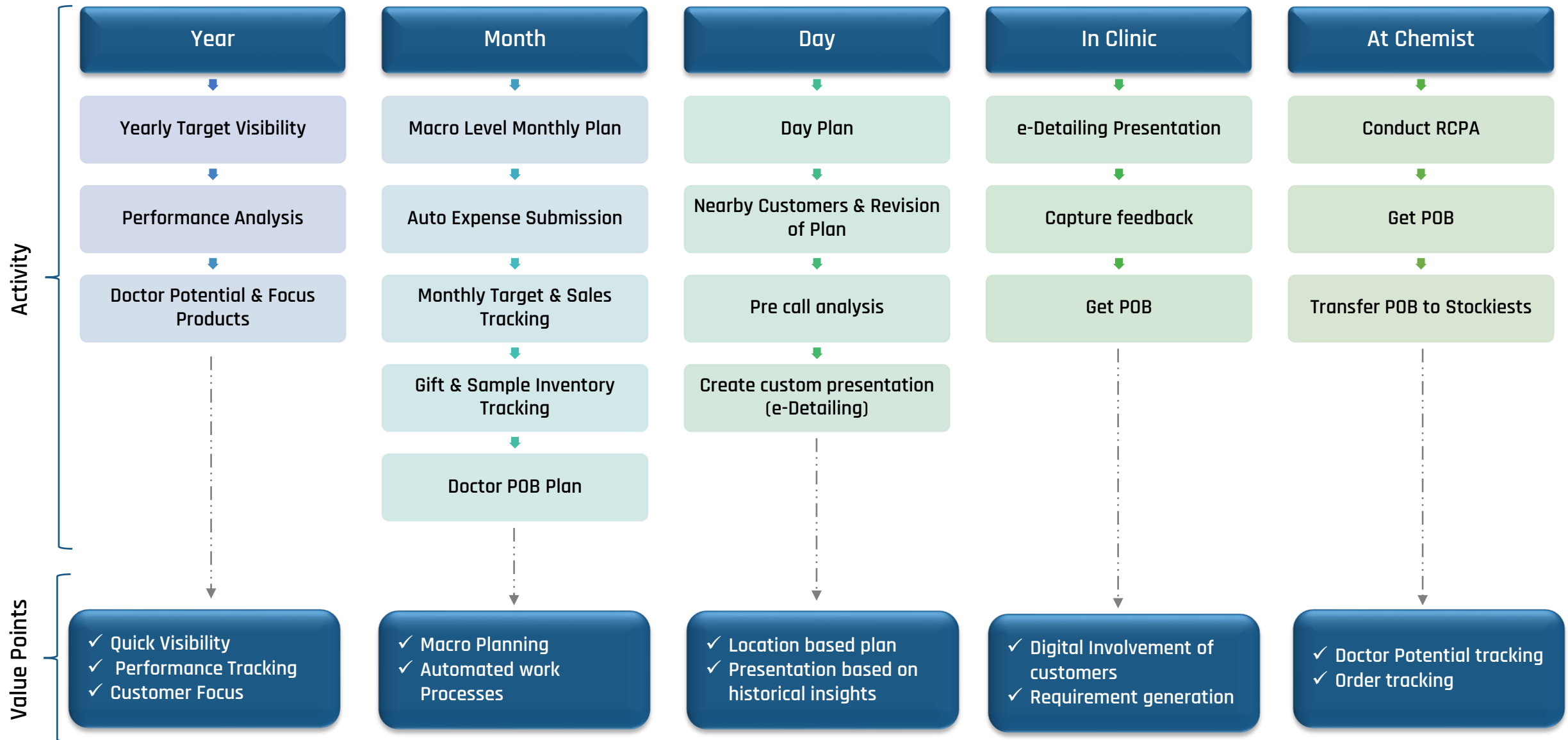




# Secured Platform

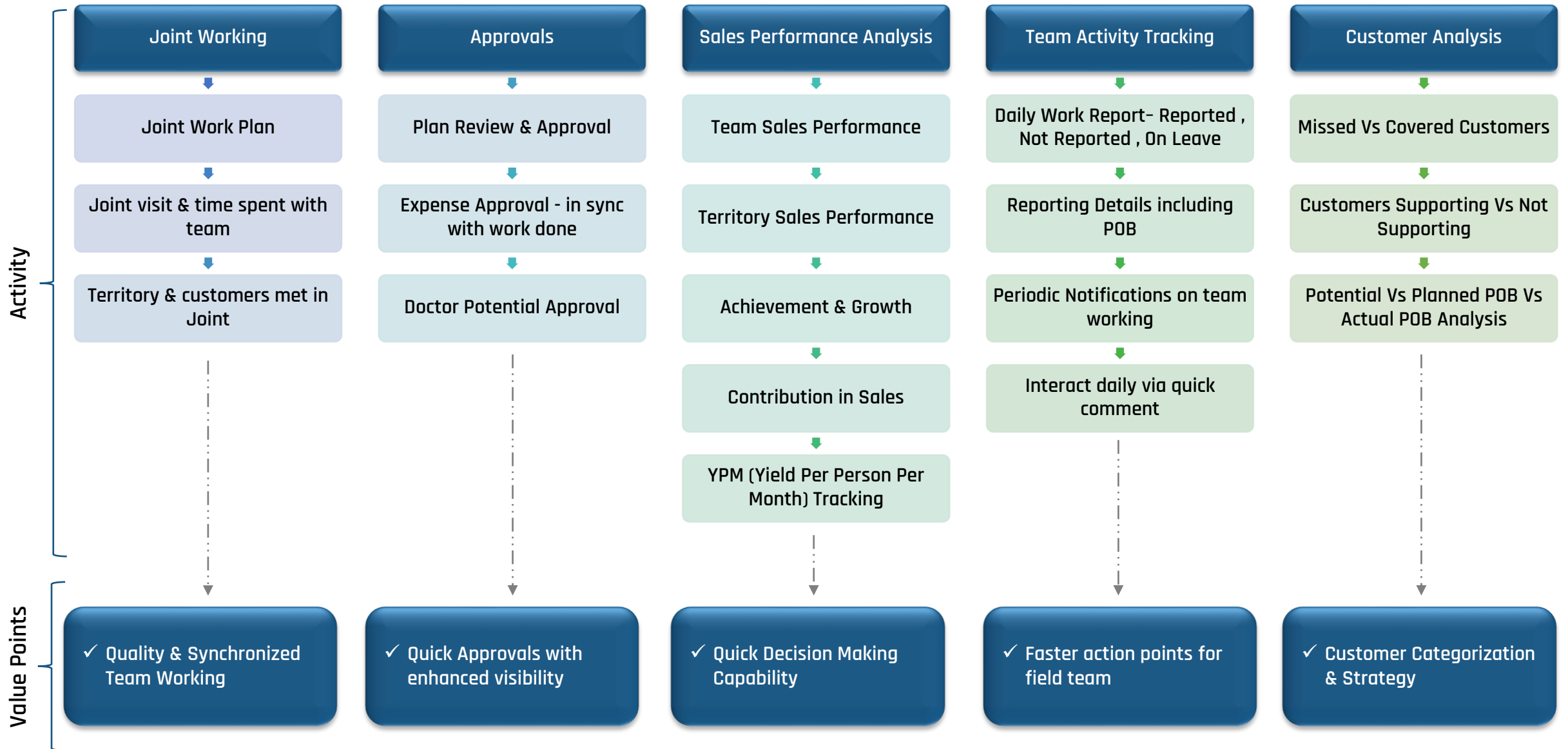
- Firewall
- Intrusion Prevention System (IPS)
- Intrusion detection system (IDS)
- Denial of Service (Type of Cyber attack)
- Disaster Recovery (DR)
- Backup
- Traffic Manager
- Load Balancer
- Logs
- Anti-Virus/ Antispam
- Secure Sockets Layer (SSL) Certificate
- Monitoring

# ecubix Smart Sales : Value to Field Force





# ecubix Smart Sales : Value to Managers & H0





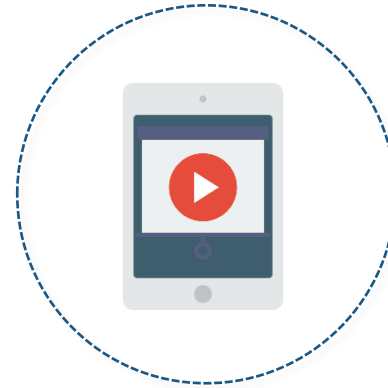
## Smart Features for Smart Teams : Field Team & Managers



Integrated Web-SMS-  
Mobile Platforms



Online-Offline Modes for  
Mobile App



Smart Visual Aid - Build  
custom presentation



Mobile based Quick  
Analytics



Nearby Customers View  
over Map



Auto reminders via SMS  
& Push Notifications



## Smart Features for Smart Teams



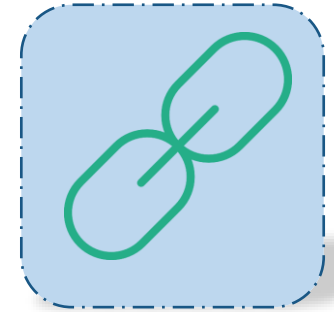
Pivot Based  
Configurable Reports



Google Integrated  
Distance Matrix



Preventive Controls for  
ensuring effective work



Connectivity with  
Distribution ERP



BI & Analytics for  
Performance Evaluation



Configurable Alerts &  
Reminders



In-built Review  
Mechanism for field team



# Mobile App Features

## Tour Plan

- Tour Plan Creation & Submission
- Tour Plan Approval
- Plan Notification & Calendar

## Day Plan

- Day Planning
- Start & End Day Tracking

## Work & Leave Reporting

- Doctor, Chemist, Stockist Visit + POB
- Nearby Customers
- NW & Leave

## Expense

- Expense Submission
- Expense Approval

## Secondary Sales

- Secondary Sales Entry
- Secondary Sales Approval

## Doctor Support

- Doctor Support
- Doctor Product Support

## Analytics

- DW Report
- Target Sales Analysis
- Call Average Report
- POB Analysis
- Day wise Primary Sales

## Other Features

- Visual Aid
- RCPA
- Photo Capture
- Announcement & Message Box



# Reports & Analysis

## Sales Performance Reports

- Target Vs Achievement
- Territory Sales Achievement
- Primary Vs Secondary Sales

## Field Working Performance

- Employee Day Activity Performance
- Progressive Monthly Analysis Report
- Call Average
- Coverage
- Employee Joint visit Report
- Attendance & Leave Reports

## Tour Plan & Expense

- Plan Calendar
- Tour Plan View
- Tour Plan Deviation
- Joint Work Plan
- Employee Expenses

## Doctor & Chemist Related

- Doctor & Chemist Must See List
- Doctor Product Mappings
- Doctor / Chemist wise Visits
- Doctor Support & RCPA
- Doctor / Chemist POB

## Overall Performance Reports

- Employee Report Card
- Employee Work Analysis Progress
- Employee Score Card
- Employee Skill Review

## Decision Support System (DSS) Reports

- Territory & Brand Sales
- Stockiest Sales
- Employee Activity

## Product Performance Reports

- Product Coverage
- Product wise Sales & Support

## Field Activity Follow Ups

- Daily Visit Follow Up
- Attendance Reports
- Tour Plan Status
- Claim Status
- Employee hierarchy & information

# Important Features on Mobile App

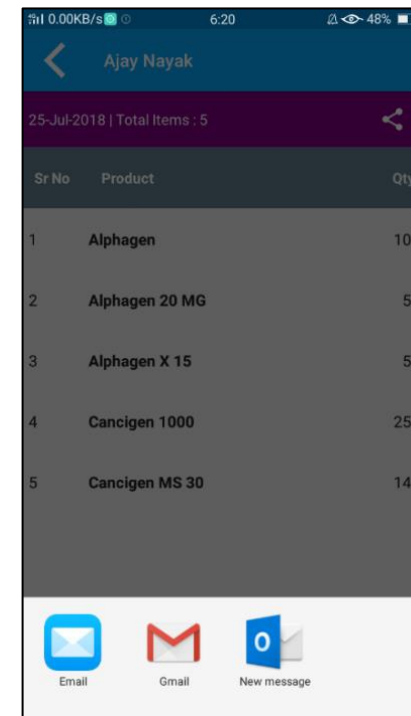
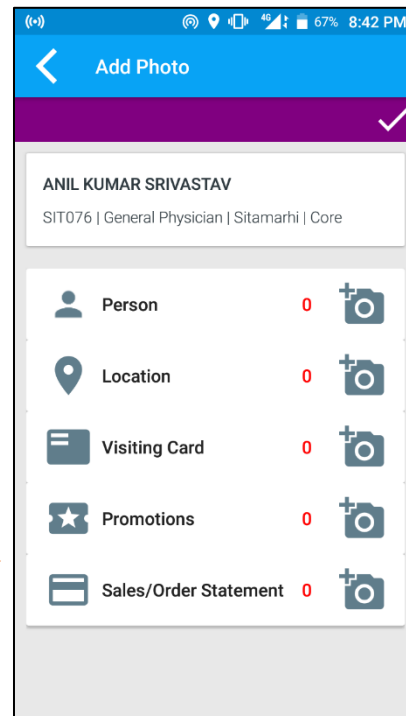


## ✓ Photo Capture Facility on Mobile App:

- Capture Profile, Place, Promotions, Visiting Card, Order Statement, etc. Photo of Doctors, Chemists & Stockists as per the need.  
Get GPS location along with the captured photo

## ✓ Share POB via Email

Photo Capturing  
through Mobile  
app

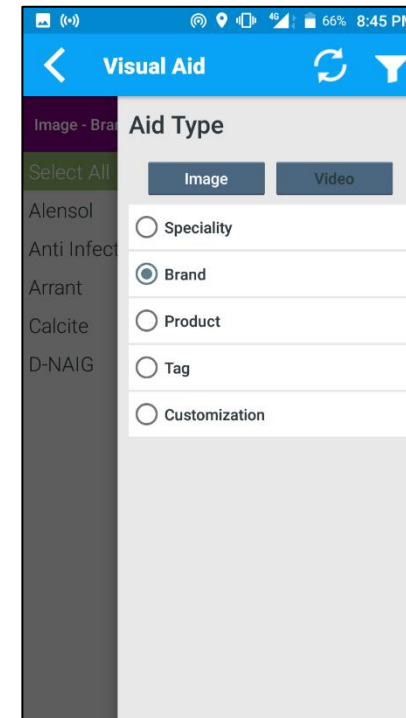
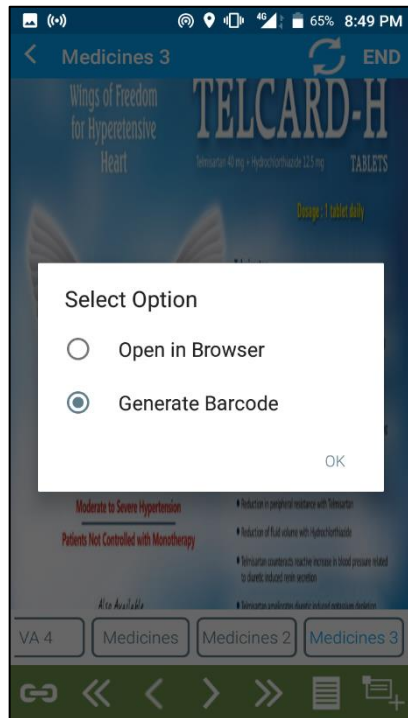


Sharing POB  
through Mobile  
app



## Important Features on Mobile App

- ✓ Geo Fencing & Forced Visit **to avoid False Call Reporting**
- ✓ QR Enabled Visual Aid
- ✓ Custom Visual Aid **option @ Field level**
- ✓ Auto selection of Products based on e-Detailing & Time capturing







## Important Features on Mobile App

- ✓ Doctor wise RCPA capturing facility
- ✓ RCPA analysis report with product wise drill down feature
- ✓ Tour Plan Deviation report for better visibility along with TP Deviation reason on deviating
- ✓ Priority Products Visibility for Doctors

RCPA

23-Oct-2019

Doctor Select Doctor

Chemist Select Chemist

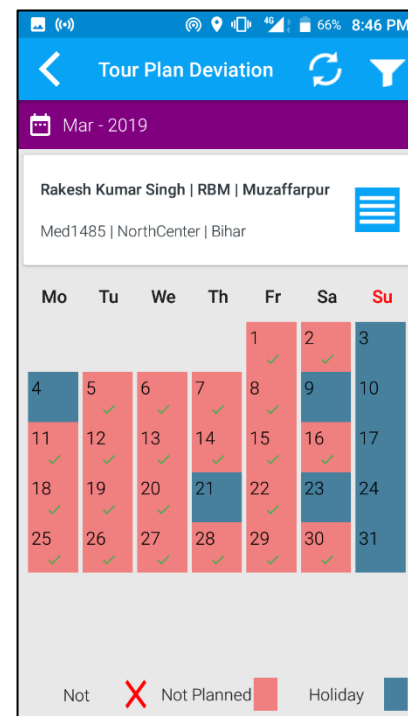
CAR P 1X10 Cap

CAR SR 1X10 Cap

D Gain Nano

DEMOZNE

ETICLAC 500 1X10 Tab



Tour Plan Deviation

Mar - 2019

Rakesh Kumar Singh | RBM | Muzaffarpur

Med1485 | NorthCenter | Bihar

10-Mar-2019, Sunday

Planned :

Actual :

11-Mar-2019, Monday

Planned :

Actual : Devashish Chattergey, K JAMA, NASIR A KHAN, R Azam, Rameshwar Prasad, SANJEEV KR.GHOSH, Shri Kant Upadhyay

12-Mar-2019, Tuesday

Planned :

Actual : Oswald Anand, Rajesh Ranjan Prasad, Ravi Panday, Vijay Kumar, Vijay Kumar PHY

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# Mobile Based Analysis – Daily Work Report



<

Daily Work Report

28-Feb-2019

REPORTED: 1

NOT REPORTED: 0

Pradeep Vora | E00029

West | Maharashtra | Pune | 8000989685

Visits: 3 / NW:CP

Product POB: 0 Product POB Val: 4114

TOTAL COVERAGE : 2

EMPLOYEE ON LEAVE : 0

TOTAL POB VALUE : 4114.0

<

Daily Work Report

28-Feb-2019

REPO

Pradeep V

West | Ma

80009896

☒ ADURA

☐ Self

☐ ASM

☐ MR

TOTAL COVERAGE

<

DW Report - 28-Fe...

Pradeep Vora (E00029)

West | Maharashtra | Pune | 8000989685

Visits: 3 / NW:CP

POB Value: 0 Product POB Value : 4114

Doctor Visit

2

A. G. Patel

00003394 | CP | Pune | C

Gifts: Digital Diary-1

Samples: Alphagen-1

Product POB Value: 4114

Product POB: Alphagen-120.00

Reported on: 28/02/2019 09:33:44

Address: 23.0400177,72.5206211

A. I. Maljiwala

00008260 | CP | Pune | B

<

DW Report - 28-Fe...

Address: 23.0400221,72.5205937

Chemist Visit

0

Stockist Visit

1

Akash Telecom | Wardha

Reported on: 28/02/2019 09:35:06

Address: 23.0400299,72.5205943

No Working

1

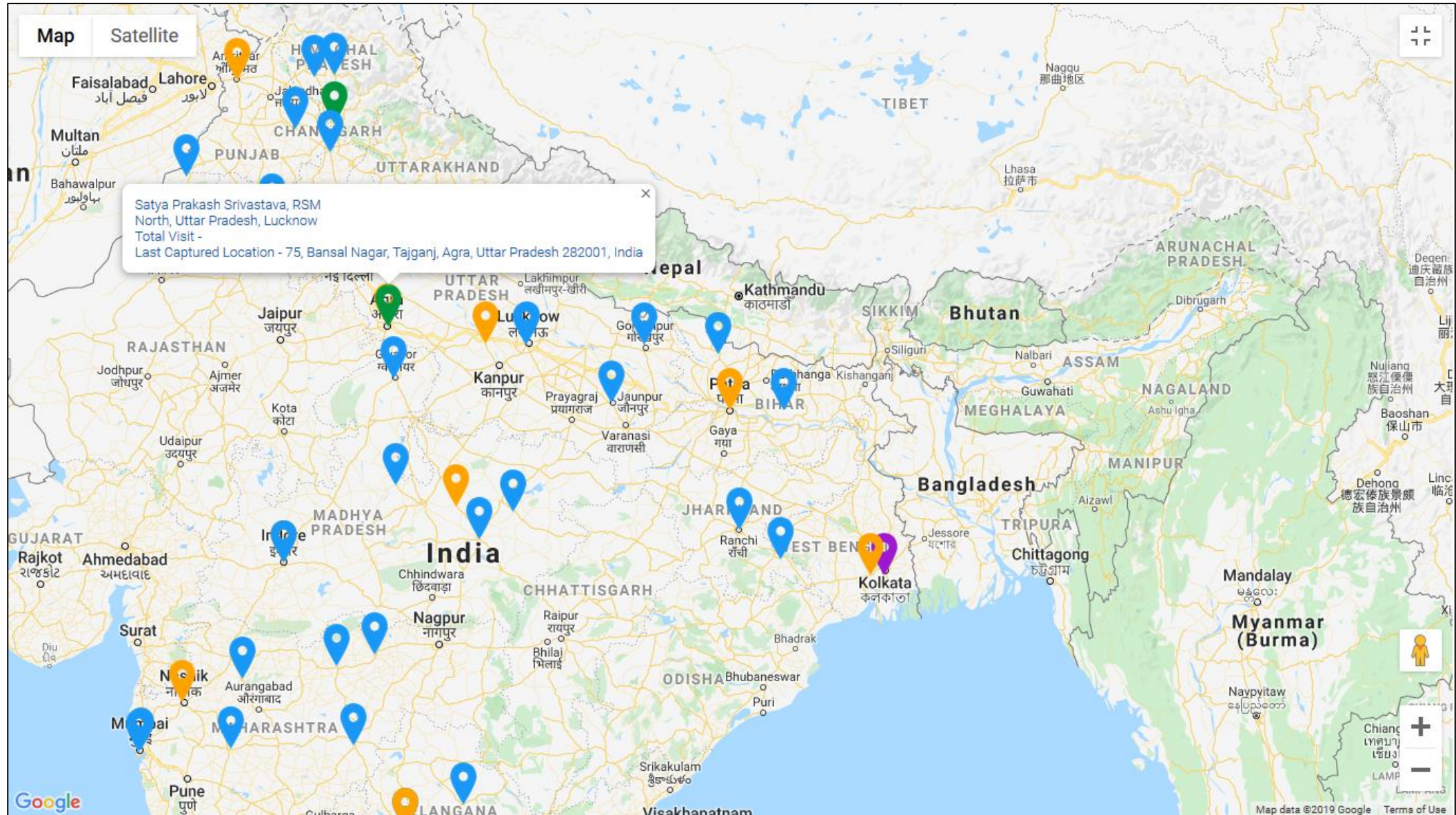
CP

Remarks: Medical camp at Govt Hospital

JW Reported

0

# Visibility of employees on map





# Sneak Preview – Mobile App : Pre Call Analysis



12:51 93%

< Dr. Visit

10-Sep-2019 ✓ ✗

**A K Singh**  
MOR185 | Neurologist | Moradabad | Core

**Product** D Gain Nano, DEMOZNE, LLOC CD 1X15 Tab

**Gift** Select Gift

**Campai...** No campaign found

**Remarks** Enter Remarks

☒ POB

**Product** CAR P 1X10 Cap(50,0), CAR SR 1X10 Cap(45,0)

**Remarks** Enter Remarks

**EDD** 12-Sep-2019

**Stockiest** Anand Medicare

12:48 93%

< Dr.Info

**A K Rastogi**  
MOR100 | Orthopaedic Surgeon | Moradabad ...  
T | 9837085088

**Last 3 Visits**

**Last 6M Support**

**Last Product & Gift**

**Last Visit Remarks**

**Last 3 POB Details**

Date - Product Name	Free(Qty)	Order(Qty)
<b>19-Jul-2019</b>		
CAR P 1X10 Cap	10	100
CAR SR 1X10 Cap	10	50
ETICLAC CM NF TAB	10	60
<b>13-Aug-2019</b>		
CAR P 1X10 Cap	10	100

12:48 93%

< Dr.Info

**A K Rastogi**  
MOR100 | Orthopaedic Surgeon | Moradabad ...  
T | 9837085088

**Last 3 Visits**

**Last 6M Support**

**Last Product & Gift**

13-Aug-2019	Gift	FDFS (2), Prayas (1)
13-Aug-2019	Product	ETICLAC CM 1X30 Tab, ETICLAC D 1X10 Tab, LLOC CD 1X15 Tab

**Last Visit Remarks**

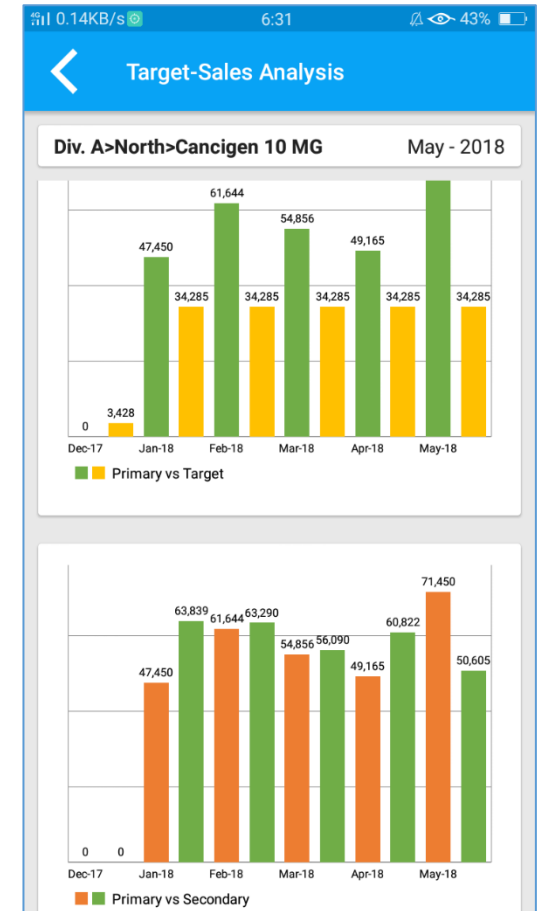
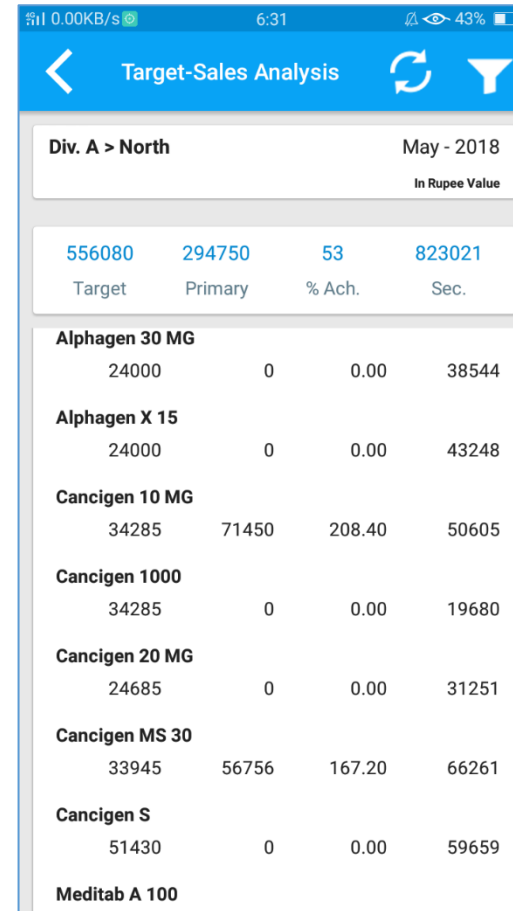
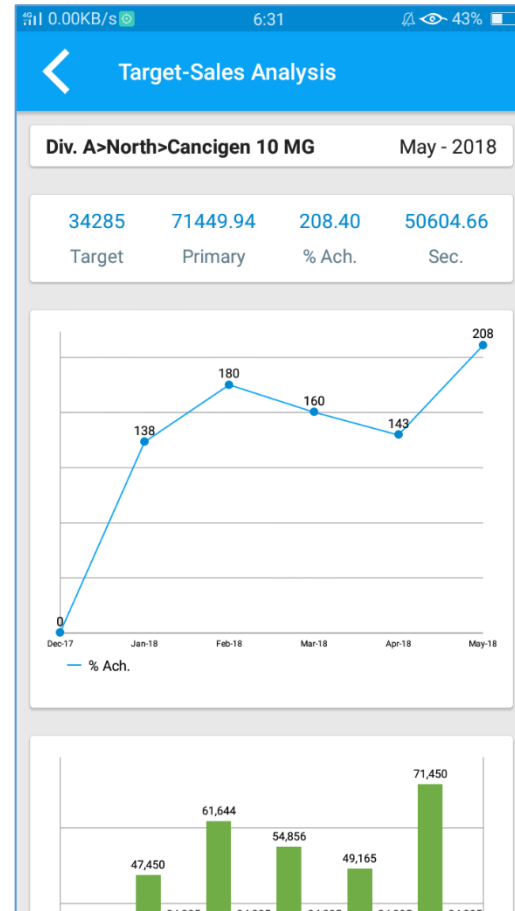
**Last 3 POB Details**

- ✓ App. allows to capture not only visits, but additional information like Products, Inputs, POB, Campaign everything with simple tap and go steps
- ✓ App has pre-call analysis capability for improving call quality.
- ✓ Field team can capture POB and share with stockiests right away

# Mobile Based Analysis - Sneak Preview



- ✓ Target Sales Analysis Report - with HQ, Product Level View
- ✓ Drill Down to Product wise or Stockiest wise



# Thank You



## INDIA

SF 209 - 212, Ornet Arcade, Opp. Auda Garden,  
Bodakdev, Ahmedabad - 54,  
Gujarat, India.

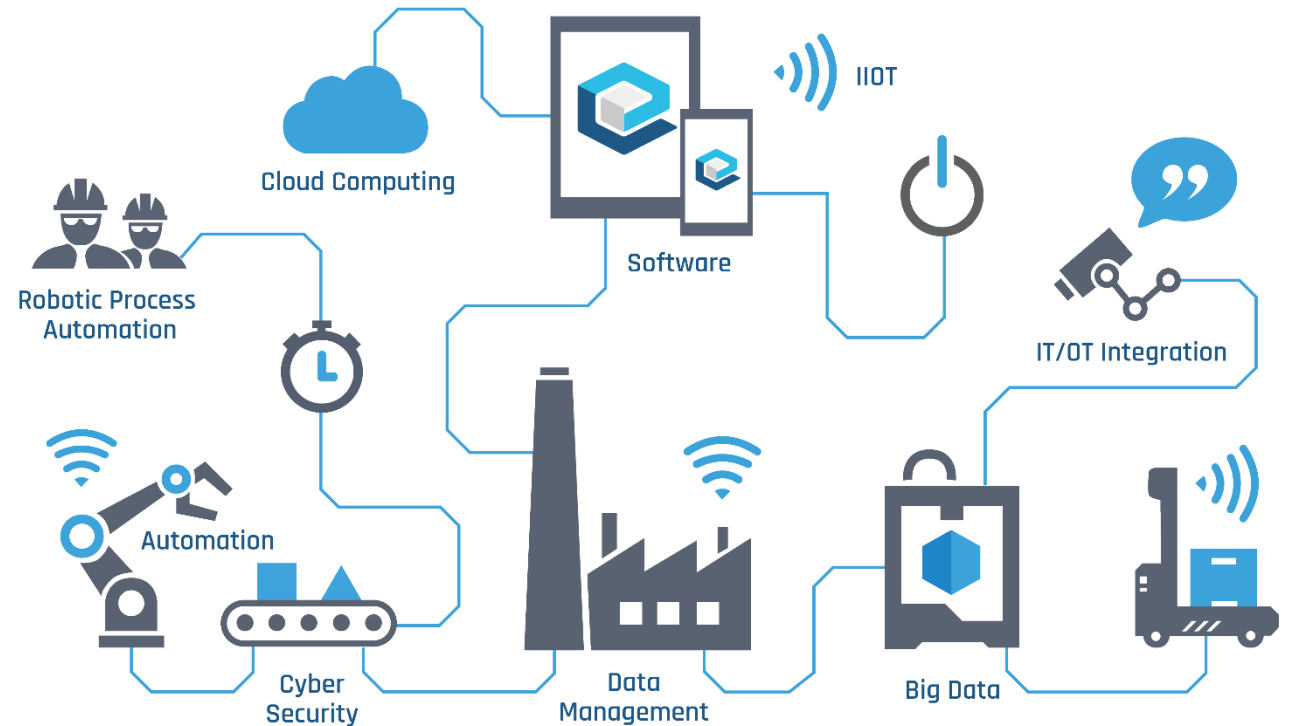
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## Industry 4.0

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