

Transforming Pharma Field Operations with Cloud-Enabled Mobility

CUSTOMER SUCCESS STORY



ABOUT THE CLIENT

A leading Indian pharmaceutical company recognized among the fastest-growing in its sector, operating with a robust workforce that includes over **20,000** Medical Representatives, **2,000+** Doctors, and more than **3,000** onsite employees across multiple manufacturing facilities, corporate headquarters, and regional offices.



INDUSTRY:

HEALTHCARE



BUSINESS CHALLENGES



Manual, paper-based reporting system across a nationwide network.



Postal services disrupted during COVID, making physical reporting impossible.



~15,000 medical representatives struggled to access and update the company portal.



Lack of real-time visibility into medical representatives' productivity and operations.



Rising demand for medicines required efficient, technology-enabled field operations.



OEM INVOLVED

SAMSUNG

SAMSUNG ▶

SOLUTIONS OFFERED



Deployment of lightweight **Samsung** handheld devices preloaded with the client's application, hosted on cloud and managed by ThoughtSol.



Implementation of Mobile **Device Management (MDM)** for secure governance and operational control.



Nationwide rollout and **remote application updates.**



Pan-India training program **(both virtual and in-person)** for medical representatives.



24/7 functional and operational support through a dedicated support center and **toll-free number** integrated with call management.



BUSINESS IMPACT



01

Seamless

digital reporting across 15,000 medical representatives nationwide.



02

Real-time

tracking of workforce productivity and performance.



03

Significant

improvement in business efficiency and growth during COVID.



04

Continuity

of medical supply chain ensuring timely delivery of medicines.



05

Contribution

to public health by ensuring citizens had access to essential medicines during the pandemic.

