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Alkem adopts GTL's enterprise management solution designed for pharma companies.

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Enterprize, an integrated suite of pharma enterprise management applications, has been implemented at Alkem Laboratories Ltd by GTL Limited, a leading IT services and network engineering major.

Enterprize empowers Alkem to integrate its entire gamut of enterprise functions through an enterprise-wide combined operating model or E-COM.

The system, which went live in Alkem yesterday, will now provide all information to the company's executives sitting anywhere in the country. The solution has cost Alkem Rs 1.3 crore. The software cost Rs 60 lakhs and the hardware, bandwidth and virtual private network connectivity accounted for the remaining.

In the Enterprize suite of applications, which is tailor-made for the domestic pharmaceutical industry, the application modules of sales and distribution, materials management and production primarily focus on the core task of ensuring co-ordinated information flow across the supply, manufacturing and distribution chains.

Key business benefits from GTL's Enterprize are improved control on bottom line and profitability of the organisation as a result of improved monitoring and control of enterprise processes, seamless access to information, reduced lead time/cycle time, improved forecasting accuracy, improved current & future business visibility, and enhanced customer focus.

Alkem, a Rs 500 crore company figures among the top ten pharmaceutical companies in India.

According to Rajeev Sharma, the head of software division of GTL (formerly known as Global TeleSystems Ltd), Alkem was a pilot case for his company for which extensive time was spent. GTL executives visited the company's plants and offices and re-engineered the entire business process.

GTL developed the programme in seven months for Alkem. The implementation took another four months, he said. Altogether, the Alkem assignment took GTL two years to complete, he said adding GTL can now implement the solution in two months time for any pharma customer.

Enterprize users at the branch location log onto the central server of the system located at Mumbai through an ISDN, leased line or V-SAT network. All transactions are updated directly at the central server which runs a robust and scalable industry standard.

As an extension to the traditional client-server architecture, Enterprize is implemented in a thin-client configuration using Citrix Server. This browser-enables the application, which proves useful for access by users at remote locations.

The solution is being implemented at Cachet Pharmaceuticals and Galpha Laboratories, two companies located in Mumbai. GTL is currently receiving a lot of pharma company enquiries, he said, adding they have demonstrated the product already at Plethico and Panacea.

The solution can be easily applied to bulk drug, chemical or food businesses.

Enterprize is designed to improve the flow of information between partners at all levels of the enterprise. It is about making information visible to the right people in the right way at the right time. Due to better visibility, it allows companies to collaborate more effectively, and thus reduce uncertainty in supply, demand and production, reducing costs while increasing customer satisfaction.