

Pandemic analytics for better supply and demand strategy

For a leading pharma company



Client Description

A multinational healthcare behemoth that offers health solutions through its prescription medicines, vaccines, biologic therapies, animal health, and consumer care products, which it markets directly and through its joint ventures. The company has operations in pharmaceutical, animal health, and consumer care. It has revenues in excess of US\$ 48 billion and more than 74,000 employees worldwide.



Business Priorities

The client was looking to establish an analytics model for managing supply and demand of its drugs during the COVID19 pandemic. They aspired to automate and scale processes to expedite processing, visualization and alert leadership of trending new infection rates to help predict demand more accurately.



Our Solution

HCL came onboard to help the customer reimagine its data and analytics capabilities through a strategic transformation exercise. Our approach involved:

Analysis of patient demographics vial usage-

Provided recommendation on potential options of vial usage per patient using statistical, regression analysis and demographic segmentation. This helped convert the demand into optimum manufacturing supply package.

Real-time COVID dashboard-

Real-time tracking analysis that captures input and provides focused reporting on ICU, hospitalizations, and ventilators. Also provided view of population infection rate by country over time.



Business Impact

Our partnership with the client resulted in a cohesive data and analytics foundation aligned to their strategic business outcomes, thus fueling data-driven digital enablement across the enterprise. It led to the following benefits:

1

Significant improvement in forecast accuracy

2

Reduction in working capital

3

Reduction in shipping and distribution costs

4

Improvement in service levels



For any queries, please reach out to us at digitaltransformation@hcl.com



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