

Smajo Consulting: Ameliorating Business Processes for the Life Science Industry with Customized IT Solutions



► Anand Iyer, CEO

The Indian life sciences industry is at present the fourth largest globally in volume terms and continues to grow annually at 14 percent, as per the findings of Techwave. However, the consistent growth of the industry is hindered by an equal level of complexity with biopharmaceutical and other life science companies facing significant operational and regulatory challenges while bringing new products to the market at an improved speed. Additionally life science companies are in need of a collaborative IT infrastructure to grapple with the problem of data generated from highly heterogeneous resources. The ability to manage and integrate data generated at all stages of the value chain after regulatory approval, is a fundamental requirement to allow companies attain maximum benefits from current technology. Acknowledging these requisites, Hyderabad headquartered Smajo Consulting has been serving as technology partners to the life sciences sector, tackling the aforementioned challenges and helping them derive real value from IT solutions.

Implementing industry ready ERP

Having started off in 2013, the company has been focused on providing system integration and consulting services that encompass diverse functionalities such as ERP implementation, Application management and Customized Software development. Owing to the highly regulated nature of the life sciences industry, companies have special requirements that they need to consider while selecting an ERP system and are seeking solutions that allow them to meet regulatory compliance obligations without adding tiresome manual processes and unnecessary costs. Perceiving these needs, Smajo Consulting has incorporated in depth understanding of life science industry to design and implement solutions that provide a cost effective landscape for unique business needs. "There is tremendous opportunity in the Pharma and Life Sciences space where big Indian & MNC Pharma companies as well as fast growing SME's have varying requirements, paving way for IT Solution Providers in the near, medium and long term," claims Anand Iyer, CEO, Smajo Consulting. The company thus assists in ERP implementation across different domains from finance procurement, across supply chain, manufacturing and customer service, with exclusive focus on SAP and Microsoft's new age technologies. This ERP which can be deployed on premise or in Cloud environment, supports unique manufacturing requirements in product development, production, quality, costing, and compliance. In the due process the

ERP brings about minimized manual intervention and accelerated product lifecycle time.

Trade Compliance is another critical consideration in the Supply Chain processes in the Life Sciences Industry. SMAJO has the expertise is developing bespoke solutions for Trade Compliance and partnering with clients to deliver Industry Standard Solutions such as SAP-GTS (Global Trade System. We did that successfully for a German based leading Pharma / Life science company for their entire Asia Pacific Operations. We feel that this would be a very important area for Indian companies, as they expand their footprints across the world and we are very well placed to help them achieve this.

The company has partnered with Epicor to bring iScala ERP into the country, whose immense functionalities can bring remarkable competitive advantage to Life Science companies.

Further, to enable better utilization of these technologies, Smajo provides system administration of enterprise solutions to solve complex technical problems of clients and ensure smooth running of the systems. The company also utilizes technical expertise of its team to provide consulting services that compliment these technologies and successfully deliver IT projects to companies. Carrying a collective experience of 20 years in the Life Sciences industry, the team of Smajo aims to deploy this understanding of the industry to become a front runner in the life science domain and further expand the footprint across companies in India and Asia Pacific. **CR**

CIO Review 20 Most Promising Pharma & Life Science Solution Providers 2016

Tomorrow's challenge is to develop new medicines that can prevent or cure currently incurable diseases. Today's challenge is to get to tomorrow – and that's a tall order in itself. The environment in which Pharmaceutical and Life Sciences companies operate is increasingly challenging, being driven by an ever demanding healthcare agenda. The global need for innovative, cost effective medicines continues to rise whilst regulators, payers, health care providers and patients are demanding greater value for money, proven effectiveness of products, more transparency and access to information. To meet these demands companies are seeking ways to improve R&D productivity, increase the efficiency of its operations, rationalize spending on sales & marketing and enhance financial performance. The tools to develop remarkable new medicines are materializing, demand for its products is increasing and the barriers to free trade are falling.

Innovation in pharmaceuticals has a dramatic impact both on the health and wellness of millions of people and the

bottom lines of the companies in the sector as well. Likewise, although biotech drugs have steadily carved a niche for themselves in the pharma market, traditional chemical-based drugs continue to dominate life sciences sector sales. The most innovative players are growing faster than their less pioneering competitors – though well-defined innovation strategies are still far from universal. Talent remains a challenge for Pharma compared to other industries but executives are putting in place measures to address this. Inspiration from outside the walls with an emphasis on co-creation with external partners and even customers is also sought after.

With new entrants transforming the healthcare industry setting aside all challenges, we present to you a list of 20 Most Promising Pharma & Life Sciences Solution Providers. Being closely scrutinized by a distinct panel of judges including CEOs, CIOs, CXO, analysts and CIOReview editorial board we believe that these pharma vendors have the technical skill-sets and business acumen to deliver effective healthcare solutions and help healthcare organizations achieve a healthy society.

Company	Management	Description
ACD Labs Bangalore, Karnataka acdlabs.com	K.K. Bhagchandani Senior Director, Asia & Pacific Business	Develops various software tools that includes ACD/Structure Elucidator, Automated Structure Verification solution, pKa property predictor, NMR Processing and prediction software.
Aequor Technologies Chennai, Tamil Nadu aequor.com	Manmeet Virdi Co-chairman and CEO	Delivers end-to-end IT services to effectively disseminate information and transform important business processes for Research, Manufacturing, Supply Chain and Sales departments of Life Sciences companies.
Atachi Software Systems Hyderabad, Telangana atachisystems.com	Mekala S. RAO President & Founder	Offers Cloud-based Manufacturing Execution Systems for Medical Devices & Diagnostics, Electronics & Automotive manufacturing industries and SMEs.
Bio-Analytical Technologies Pune, Maharashtra bioanalytical.net	Shriram Bhalariao Chairman	Deployed in Product Development, Quality Assurance, Research & Development initiatives for segments such as Analytical Instrumentation, Medical Imaging, Lab Informatics, Bioinformatics and Food Biotechnology.
Bioxcel Corporation Gurgaon, Haryana bioxccl.com	Vimal mehta Chairman & CEO	A provider of strategy consulting and cloud based pharma Big Data Analytics solutions to improve the outcomes of the clinical and commercial success of drug pipelines.
BizBites Technologies	Pradeep Mocherla	Develops and distributes business intelligence software solutions, including asset mapping & maintenance, ERP, market intelligence, and laboratory management

Company	Management	Description
Dorizoe Lifesciences Ahmedabad, Gujarat dorizoe.com	Krishna Handa Founder	Proffers comprehensive end-to-end services which include Formulation & Development, Analytical Method Development & Validations, Impurity Profiling and Stability Testing to pharmaceutical companies.
e-nnovation Life Sciences New Delhi, NCR ennovationlifesciences.com	Anuj Singh Director	A service provider of DNA services, PCR cloning & sub-cloning, qPCR services, next generation sequence and capillary array services.
ICON Plc. Bangalore, Karnataka iconplc.com	Mary Pan VP of Asia Pacific	Lends it's services for clinical research, Drug Development, Imaging Laboratory, Late Phase Research, Early Phase Drug Discovery, Medical Devices and Diagnostics and Adaptive Trials
Infionic Hyderabad, Telangana infionic.com	Subramanyam S.P Founder & CEO	Renders unified platform comprizing ERP, PPM, CRM & HRM modules across various industries such as Pharmaceuticals, Manufacturing and Professional Service Automation.
Infogain Mumbai, Maharashtra infogain.com	Sunil Bhatia CEO	Poffers Oracle Knowledge Management, Insurance Solutions, Application Management Services, Retail POS Solutions, Business Intelligence and MDM, Cloud Solutions, Mobility Solutions, SFDC Solutions
Jubilant Life Sciences Noida, Uttar Pradesh jubl.com	Shyam S Bhartia Chairman	Furnishes APIs, Solid Dosage Formulations, Radiopharmaceuticals, Allergy Therapy Products, Life Science Ingredients and Drug Discovery Solutions.
Karomi Technology Chennai, Tamil Nadu karomi.com	Vilva Natarajan Founder and CEO	Caters to Life Sciences companies assisting them mitigate the inherent damage to productivity, profitability, brand reputation and patient safety.
Leo Technosoft Pune, Maharashtra leosys.net	Satyen Jain Director (Technical & Operations)	Supplier of Product Engineering, Partner Product Development, Mobility, SaaSProduct Development, Sharepoint Development, Cloud Services, Offshore Software Development, IT Services, Custom Security Solutions
Light Pharma Bangalore, Karnataka lightpharma.com	GVN Raju Director	Delivers Strategic Consulting, Six Sigma, Regulatory Compliance, Process Management, Technology Assessment and Benchmarking services for Life Sciences, Health Care industries.
Nascent Life Science Ahmedabad, Gujarat nascentlifescience.com	Manisha Vekariya Managing Director	Manufacturers and suppliers of a wide range of antibacterial capsule, nsaid antirhemtaoid spasmodic Tablet and other PCD Pharma services.
Nucleome Informatics Hyderabad, Telangana nucleomeinfo.com	Dushyant Singh Baghel MD & CEO	Provides access to a combined resource of in-house bioinformaticians, statisticians and biologists working together to analyse and interpret genomic, transcriptomic, epigenomic and metagenomics data.
Sciformix Technologies Mumbai, Maharashtra sciformix.com	Manish Vinayak Soman, President & CEO	Provides Pharmacovigilance, Signal Detection & Risk Management, Medical Writing, Clinical Operations Support, Medical Information & Communications Support, Regulatory Strategy & Consulting
Smajo Consulting Hyderabad, Telangana smajo.co.in	Anand Iyer CEO	Avails System Integration, Application Development and Consulting services for Pharmaceutical, Life-Sciences, Manufacturing, Education, Contact Centers & Chemical industries.
Tata Consultancy Services Bangalore, Karnataka tcs.com	N Chandrasekaran CEO & Managing Director	Assists Pharmaceutical, Biotech, Medical Devices and Diagnostics companies to accelerate drug discovery, advance clinical trial efficiencies, accentuate manufacturing productivity and amplify sales and marketing effectiveness.