

# Packaging operations transformation using a global centralized workflow for market coordination and artwork modification

## CLIENT NEEDS

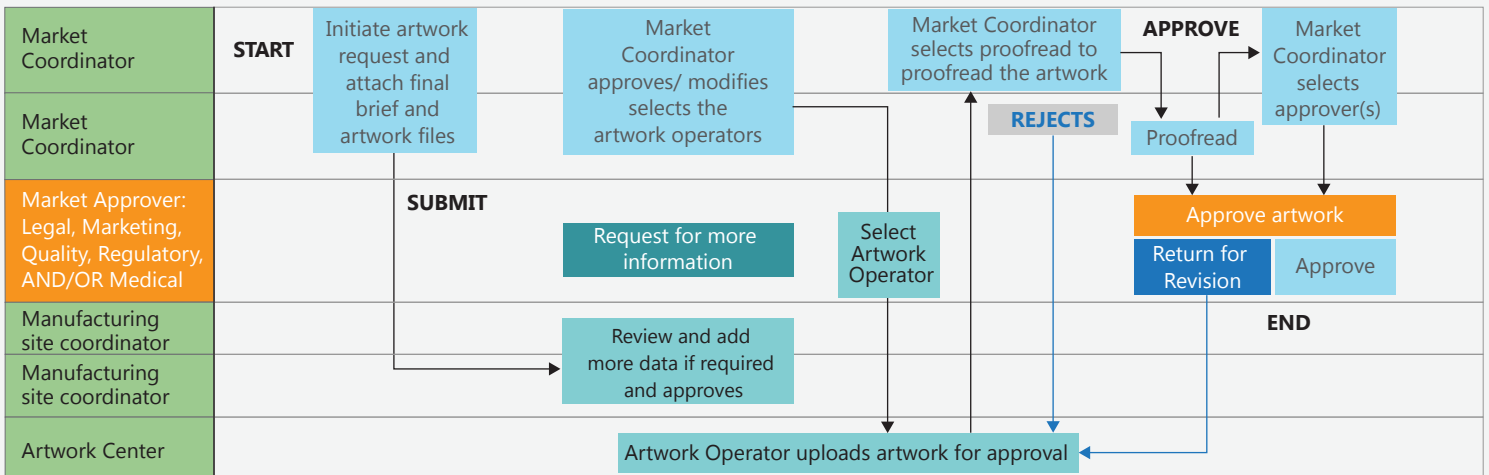
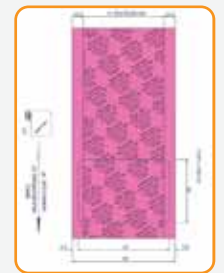
- Transform packaging operations from a fragmented model to a centralized process
- Streamline operations and capture KPIs for benchmarking and future reference
- Increase cost-savings substantially

## ENGAGEMENT HIGHLIGHTS

- Pack artwork changes are controlled by a centralized work flow tool, where artwork requests are initiated by the Market Coordinator on behalf of the manufacturing site or market.
- The artwork files are then added to the workflow and the change request is reviewed by the impacted manufacturing site and markets.
- The market coordinator acts as a single point of contact between the market and production site for any change request and drives it to closure on the tool.
- Once the changes have been agreed upon, the artwork is carried out by other third party vendors.
- The artwork once completed is uploaded back into the system and is proofread for correctness against the initiator's brief.
- Once the artwork is proofread, it is either approved for printing or rejected for amendments/corrections.

## BUSINESS BENEFITS

- Process improvement through documentation like Capacity Planning, Resource Utilization, Volume Trends – by market/site/component. KPI/SLA monitoring with targets vs. actuals
- Three folded cost savings for the client



Operational Details	
Operations	19 hours, 5 days operations window
Team strength & Location	19 FTEs operating from offshore location in India
Volumes Handled (Since Early Nov 2012)	1000 PARs + Artworks till date
SLAs	Recall - 0 ; Proofreading - 99%
SLAs Achieved	Recall - 0 ; Proofreading - 99.99%
Geography	Global operation covering 85 markets
Languages	All Latin, Non-Latin, Arabic and Asian languages

## TALK TO US



Everyone has unique challenges. If you'd like to discuss how we can help address your needs.

+1 732 750 2901

pals@indegene.com