

Infisolve is founded on the idea to partner with the life-science and finance industry to ensure technology powerfully supports business processes. Our team has extensive experience with open-source technologies to provide our clients with the optimum tools, platforms, and systems. We will draw on our collective experience to provide a vendor-agnostic ecosystem, that is robust, scalable, and provide hosting flexibility. The goal of Infisolve is to provide all this in the most cost-effective way.

## VISION

To create strong, yet agile technology backbone for business processes enablement of a pharmaceutical organizations, which will support the current and future needs of organic and inorganic growth plans.

## MISSION

- Sensitize the organization on the need for technology enablement of various business processes in the existing value chain.
- Provide an overarching IT landscape blueprint to cover their current and future needs.
- Analyze the current technology adoption and provide a roadmap for digital transformation.
- Handhold the stakeholders at every stage of the transformation process to make the organization more customer-centric, more agile, and efficient thereby boosting the ROI.

## **OUR APPROACH**

Every organization is unique in terms of legacy technology, people and investment appetite for digital transformation. Our approach is analysing the client's 'As-Is' stage and providing the blue print towards 'To-Be' stage by conducting extensive one on one interviews with various stakeholders. Next step is to provide the roadmap for digital transformation journey to bridge the gap. We provide cost effective open-source technology solutions hosted on cloud for achieving the business goals.

## **OUR SERVICES**

Marketing & IT Strategy Consulting

Automation & Implementation

Managed Services Measurement & Optimization

### Digitalization Plan & Design

As-Is: To-Be Analysis Marketing Strategy Channel Strategy Commercial Ecosystem Design Strategy & Documentation

## Digital Campaign Management

Therapy Area Campaign
Implementation &
Management
Multi-Channel Campaign
Delivery
Web, e-Mail, Webinars,
Focus groups
Customer Segmentation
Commercial Ecosystem
Development and
Deployment

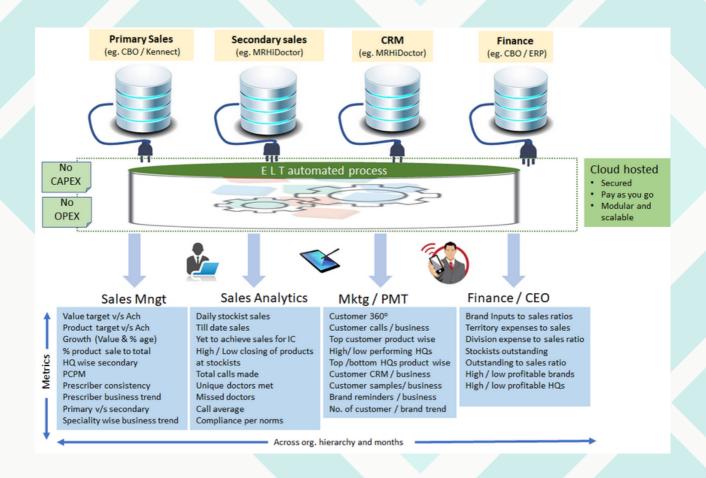
### Measurement & Optimization

Segmentation Analytics
Marketing Mix
Optimization
Web Analytics
Campaign Attribution
Customer 360
Commercial ecosystem
maintance and upgrades

# OUR PLATFORM SOLUTION

Apart from the development of different customized solutions, Infisolve has developed a plug-and-play solution which is a Business Intelligence platform using open-source technology. We can host an instance for our client on the cloud bringing the flexibility and scalability to ramp up from one division to multiple divisions. It will enable save the CAPEX and OPEX for our clients.





## **OUR FOUNDER**



Milind is S&M SME. He has graduated from the U.D.C.T (now I.C.T) in Pharmaceutical Sciences and completed his Masters in Pharmaceutical Sciences. He holds a diploma in Marketing Management. Milind has over 26 years of experience in Pharma sales, marketing, sales management, IT and KPO Services - consulting and delivery across multiple locations and multiple clients in Europe and North America.

He has worked with India's largest ITES Fortune 500 Company as Business Analyst / SME during the rollout of various ecosystem components like Veeva, Mobile Intelligence, MDM systems like Informatica, BI systems like OBIEE. As a domain expert, he has good experience in ensuring data harmony within all components of the ecosystem (CRM, ODS, MDM, Reporting). He was involved in multiple consulting assignments and development / maintenance projects.



Infisolve India Pvt. Ltd

458/1, Awasarewadi, Kondhanpur, Ghera Sinhagad,

Pune - 412205.

Contact - 9029010234, 8691959090.

Email - info@infisolve.in

Website - www.infisolve.in