



an
NTT Communications
Company

[Customer story]

Customer

Mankind Pharma

Region	Global
Employees	13,500
Vertical	Pharmaceutical



Key benefits

- Innovative first of its kind initiative using webcasts to train sales force on new products.
- Reduced knowledge transfer time from 90 days to 1 week.
- Reduces need for travel results resulting in cost savings.
- Interactive: Effective live Q&A sessions and polling options help improve the quality of engagement.
- Information is available online/offline for staff to go through at their leisure.
- Saves travel time and therefore increases organizational efficiency.
- Data of trainees available to the management at their finger tips.

Mankind Pharma, using Arkadin Events and Arkadin Anytime to enhance training and reduce new product launch time from 90 days to 1 week

Overview

Mankind Pharma, one of the top 5 leading pharmaceutical companies in India, started its journey in 1995. Today, Mankind has 13,000 employees spanning across 22 countries and is heading towards a turnover of INR 50,000 MI.

Mankind's vast network includes 70 Carry & Forward agents and 8500+ stockists. Mankind provides a wide range of pharmaceutical products - Antibiotic, Antifungal, NSAIDs, Gastrointestinal, Anthelmintic, Cardiovascular, Dermal, Erectile Dysfunction, and several other categories - across the nation.

In 2007, Mankind acquired Magnet Labs Pvt Ltd, establishing a marketing presence in the antipsychotic segment. Later in January 2010, the company acquired the former brand of UCB Belgium, Longifene.

Today, Mankind operates in 22 overseas destinations across Asia, Africa, South-East Asia and the Gulf countries. Targeting the competitive markets of Commonwealth Independent States, the

Mankind Pharma



Arkadin solutions

- Arkadin Webcast



“With Arkadin virtual events, Mankind has reduced its product launch lead time from 90 days to 1 week and cut event costs by almost 70%.”

Mr. Pramod Gokhale,
CIO, Mankind Pharma Ltd

company will soon begin operations in regions like Uzbekistan and Tajikistan.

Since its inception Mankind has aspired to be customer-centric and a leader in the Indian market. Committed to a healthier and happier world, Mankind strives to provide accessible and affordable healthcare, and aspires to aid the community in leading a healthy life through two parallel objectives: formulating, developing and commercializing medicines, and delivering affordable and accessible medication that satisfies urgent medical needs.

Challenges

For new product launches, samples were sent to Mankind Representatives and physical training was provided to them at their individual physical location before the product was launched to the market.

Due to this time consuming procedure, the launch time for any new product are usually stretched to approximately 90 days. In addition, the availability of trainers to run the training sessions and respond to queries from the representatives at all locations was difficult, time consuming and cost heavy. The classroom size was limited to 150 participants and the connection between Product Management Team/ Brand Managers was missing.

The Arkadin solution

Mankind Pharma chose the Arkadin Event webcast solution for its convenience, mobility and increased reach. These virtual events delivered by Arkadin Event have enabled Mankind Pharma to launch new products simultaneously in all locations.

With the samples already made available to the representatives in advance, all representatives can now join the product launch from their respective locations at the same time, virtually. This has helped Mankind to reduce the new product launch time from 90 days to one week.

This solution enables Product Management Team and Brand Managers to be involved in training for all locations and be available to answer questions from sales representatives on-the-spot. This strengthens the relationship between senior management and the representatives, promoting the “One Team” factor.

Mankind Pharma

About Arkadin

Arkadin is one of the largest and fastest growing providers of Unified Communications and Collaboration services in the world. With a vision rooted in the belief that progress emerges from people's desire to share, Arkadin offers a complete range of integrated audio, web, video and Unified Communications solutions. These services are delivered in the cloud for fast, scalable deployment and a high ROI. The company's global network of 50+ operating centers in 30+ countries has dedicated local support teams to service its 42,000+ customers.

As an NTT Communications Group company, Arkadin offers the most comprehensive collaboration and Unified Communications services for meeting customer needs around the world.

To find out more about Arkadin, please visit www.arkadin.com

With the Arkadin Event Webcast, the number of attendees in each session can be extended from 150 to 1000 attendees. Sessions have become more interactive with the use of polls during the training. Mankind also has access to an analysis report post for every session which provides data on who attended, how satisfied they were with the session and what questions were asked. This enables Mankind to carry out relevant follow-up and make future sessions more effective.

With a virtual Arkadin Event, Mankind has been able to reduce costs by almost 70% viz-a-viz the earlier physical events.

Business value

Economical

With Arkadin Webcast trainers' travel needs are reduced, resulting in cost reduction of almost 70% and increased ROI

Efficient

With the physical training sessions, many working hours were wasted due to travel; this time can now be saved and used more productively. Previously, for one 2 hour training session to 100 participants, 2 trainers were required to travel for 2 days. Now this can be carried out virtually with no travel required.

Eco-friendly

With a virtual Arkadin Event, Mankind's carbon footprint reduced due to less travel but also with most of the training resources being available online, the need for printed materials has dropped.