



Leadership, Commitment, Experience, Advantage

Client Success

## Business Process Reengineering - Sales Operations

The Monthly Sales Reporting Process for a major Pharmaceutical Company was paper based, and the data output was mainframe print jobs. Company Sales Representatives and Managers were forced to wait weeks for their sales data reports, which were often delayed due to inefficient printing and shipping processes.

Interphase consultants created an automated reporting system which parsed the mainframe data into individual preformatted Excel spreadsheets that would then be automatically e-mailed to each individual Sales Representative, Manager and Area Director. Not only did this dramatically reduce the time required to get the reports to the field (from weeks to days), this solution also eliminated the printing and shipping costs to each of the Sales Representative. The cost savings was estimated at over \$250,000 per year, which exceeded the entire cost of the development of the new system in its first twelve months of production.