

Client: Startup Company offering solutions to Life Sciences organizations
Location: USA

Client Description

The client, a startup company located at Virginia US, offers solutions to meet the needs of life sciences companies in improving the effectiveness of their peer-to-peer or professional marketing programs. Client provides the means for planning and managing Thought Leader engagements through a suite of tools designed to meet the specific needs of sales reps, speakers, management communication coordinators and executives of the life sciences industry looking to monitor and maximize their return on investment.

Business Need

Increasing saturation with other types of marketing initiatives, such as detailing, where sales representatives are sent to meet physicians in their office, has also driven more investment into speaker events. At the same time, pharmaceutical marketing professionals have cited a number of challenges common to managing speaker events:

- Expenditures are not uniformly tracked or controlled, leading to sub-optimal investments and redundancy
- Lack of a single repository for speaker activities lead to time-consuming auditing and compliance reporting
- Managing the scheduling and logistics of speaker events is unnecessarily time-consuming
- Lack of speaker profile database resulting in extensive searches to find the “right” speaker, and excessive investments in the “wrong” speaker
- Limited tools to assess the impact of speaker events on a physician’s prescribing practices

The above business problems was to be addressed through the construction of client’s web-based platform for managing, tracking and evaluating speakers and speaker events, Expert DNA 2.0.

The client was looking for an appropriate offshore-based company to translate the product concept into first a prototype and subsequently a full-fledged product.

Solution Offered

Blue Star Infotech’s (BSI’s) Bootstrap Services was specifically meant for startups having tight timelines, limited budgets and requiring access to diverse technologies. The processes used within this offering enables a quick start to any development project. In parallel, a technical R&D team kicks in to quickly build capabilities in new tools or technologies. Both these aspects enabled the client to meet its market and investor commitments.

BSI designed the product architecture using the feature specifications provided by the client. Due to the tight timelines, BSI introduced a number of measures during the design and development stages that minimized the defects leaked and brought down the rework effort significantly. As a consequence, the product was released on-time.

TECHNOLOGY

- Windows 2000 Advanced Server
- J2EE, JSP, Struts, Web Sphere, Tomcat
- Business Objects, Touch Graph
- IBM Websphere, Oracle 9i
- HTTP, FTP, SSH, SMTP

Benefits to Client

- On-time delivery of feature-rich prototype that enabled the client to keep his stakeholders satisfied
- On-time delivery of final product that ensured that the client’s market commitments were met
- Reduced cost of development
- Processes and diverse technology skills of BSI leveraged during the execution

For more information about Blue Star Infotech:

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