SAP Business ByDesign™

SAP Customer Value Profile
Professional Services – Genomics

GENOTYPIC TECHNOLOGY
INTEGRATING BUSINESS OPERATIONS WITH SAP® Business ByDesign™

Genotypic Technology Pvt. Ltd, one of the first Indian companies working in genomics, wanted to unify its multiple business areas and improve business intelligence across departments. It chose the SAP® Business ByDesign™ solution to help enhance integration from sales to supply chain to financials.

"Our implementation of SAP Business ByDesign has delivered on most of the expectations that were set forth regarding integration of processes, process controls, and sales and finance analysis. We look forward to realizing the benefits of this during the company's critical growth phase. The support and expert handling by the SAP team during implementation has been laudable."

Dr. Sudha Rao, Cofounder,
Genotypic Technology Pvt. Ltd

QUICK FACTS

Company
- Name: Genotypic Technology Pvt. Ltd
- Location: Bangalore, India
- Industry: Professional services
- Products and services: Genomics, next-generation sequencing, bioinformatics
- Revenue: About US$1.2 million
- Employees: 53
- Web site: www.genotypic.co.in

Challenges and Opportunities
- Enable top management to more easily define key performance indicators (KPIs) to determine best practices for growth
- Create integration between purchasing, production, and distribution
- Support top-line growth at 200% year over year with a scalable, flexible solution

Objectives
- Integrate and strengthen business operations in customer relationship management (CRM), finance and accounting, project management, supplier relationship management (SRM), and supply chain management (SCM)
- Enhance CRM to deliver efficient solutions and create additional value for clients
- Optimize business intelligence to ensure key information is readily available throughout projects
- Reduce time of routine supply-related tasks in SRM and SCM

Why SAP® Business ByDesign™?
- Highly adaptable software-as-a-service (SaaS) model
- Ability to simplify SCM
- Robustness and scalability

Benefits from SAP Business ByDesign
Key Innovations
- Enhanced integration across the company, including sales, marketing, supply chain, project management, and financials
- Improved customer service models from initial inquiry through sales to delivery
- Controlled operating costs through efficient management of inventory and HR
- Defined KPIs for effective project execution
- Improved sourcing and purchasing strategies
- Provided a single, up-to-date view of the company's financial condition
- Introduced controls into financial and management accounting and streamlined period-closing process
- Provided better controls on the consumption of the raw material
- Enabled sales analysis by geography
- Made possible effective valuation of material

Genotypic
genomics simplified

www.sap.com/contactsap

50 103 147 (10/12) Printed in USA.
©2010 SAP AG. All rights reserved.

SAP, R/3, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP BusinessObjects Explorer, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.

Business Objects and the Business Objects logo, BusinessObjects, Crystal Reports, Crystal Decisions, Web Intelligence, Xcelsius, and other Business Objects products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Business Objects Software Ltd. in the United States and in other countries.

All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

These materials are subject to change without notice. These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

THE BEST-RUN BUSINESSES RUN SAP™