

# Large-Scale Packaging Delivered with Precision

Ensure consistency, reduce packaging errors and product recalls, and increase innovation with Tech Mahindra's Artwork and Packaging Management Solution





## Quick View

Artwork & Packaging Management solution offers pharmaceutical companies:

- A service layer of outsourced artwork design
- A process layer comprising workflow management to reduce iterations and improve, go to market,
- A technology layer that integrates with the product life cycle management to create a secure centralized repository of brand assets.

The Benefit: Less time and effort spent on artworks, reduced or minimal packaging and labelling errors.

## The Challenges of Packaging, Labels and Artworks

Decisions worth billions of dollars are made by consumers based on the packaging of pharmaceutical products. At the same time, packaging problems due to packaging errors or mislabelling could result in recalls, and increased efforts in rectification. As per industry experts, a single recall can cost easily up to \$ 5 - 7 million in revenue. Equally large pharmaceutical companies end up reworking over 20,000 artworks, resulting in loss of productivity.

In a nutshell, pharma companies have to deal with 10,000+ product packs, increased pressure to reduce time to market, and multiple stakeholders. But they are handicapped by:

- Decentralized design process that leads to inconsistencies and duplication of work
- A sub-optimal workflow that results in multiple iterations and ad-hoc processes
- Limited access to latest design innovations, thereby leading to less innovations and longer design cycles
- Faulty/Poor artwork that results in product recalls and revenue loss

### Key Benefits provided to top UK Pharma Major

- Productivity increased by 50%
- Right First Time increased from 60% to >99%
- Overhead costs decreased by 46%
- Artwork operator learning curve reduced from 287 days to 188 days
- Product recalls eliminated from once every 2/3 years to nil in 8 years
- ROI of 14x with cost saving of £ 35M



# Innovation is the Key

Tech Mahindra's Artwork and Packaging Solution is built on a multi-layer model that integrates various technologies, processes and services to create and deliver operation excellence and packaging innovation in line with a company's business objectives.

## Design & Editorial Services

- Build specifications and drawings
- Create artworks for new and existing packs
- Translate packaging content
- Proof-reading in multiple languages

## Workflow Management Process

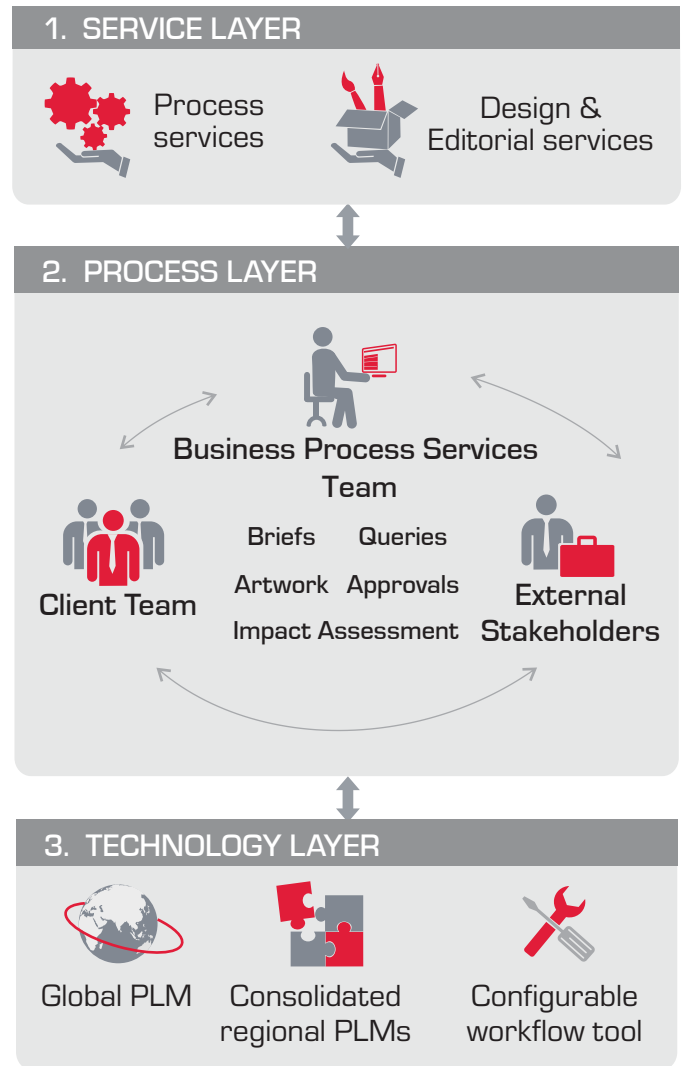
Complete workflow management that includes:

- Managing change requests and briefs between our design center and the brand/product managers and then onward to the printers
- Managing queries, analyzing impact assessment data, checking the approved changes, interfacing with the site pack technologists as well
- Creating technical guidelines and SOPs
- Ensuring KPI adherence, comprehensive risk management and covering all scenarios

## Technology Systems

An integrated technology system that includes:

- Global, regional and local Product Lifecycle Management (PLM)
- Customized systems based on the process maturity with:
- Hosted, secure artwork and packaging management
- Integrated PLM or hosted solutions for local PLM
- Workflow management or business process management integrated at regional PLM
- Remote access solution to interface global PLM and our design center



## Capabilities

- 400+ FTEs
- 8+ years' experience in packaging design with 80,000+ artworks created
- Trained in all regulatory compliance: CSV, CFR, HIPAA, SOX
- Multilingual capability: English, Spanish, French, Arabic and Polish
- Deliver across major design tools (CAD, Adobe, Corel Draw etc)

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[www.youtube.com/watch?v=2kM9QIYjZ08](https://www.youtube.com/watch?v=2kM9QIYjZ08)

## About Tech Mahindra Business Process Services

Tech Mahindra Business Process Services is the BPO or BPM arm of Tech Mahindra – a USD 4.6 billion company with 117,200+ professionals across 90 countries, helping over 885 global customers

including fortune 500 companies. Tech Mahindra is amongst the Forbes list of Fab 50 companies in Asia 2016 list & in India's Top 50 Super Companies of 2016.

Entering a new era of transformations, Tech Mahindra Business Process Services has re-focussed energies towards 'Creating memorable digital experiences everyday' for customers.

We are part of the USD 19 billion Mahindra Group that employs more than 200,000 people across 100 countries. The Mahindra Group operates in key industries that drive economic growth, enjoying a leadership

position in tractors, utility vehicles, information technology, financial services and vacation ownership.

For more information about Tech Mahindra Business Process Services, connect with us at:

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