

Client: Pfizer**Project: Events Information Asset Management Solution****Published: Sept 1, 2005**

The Application Infrastructure facilitates in connecting the field sales representatives within a division across various regions distributed across US to get easy access and updates on Events. The solution is an entirely Web-based application for maintaining and sharing multiple event calendars for the various departments and areas of interest throughout divisions, regions and organizations.

Customer Profile

- Fortune 500 Pharmaceutical company
- Develops, manufactures and markets medical products

Solution

- Events Information Asset Management

Technologies

- J2EE
- Oracle 9i
- WebLogic 8.1
- Windows Advanced Server 2003
- Crystal Reports

Situation

- Disparate calendaring applications with minimal to no standards & consistency
- Inconsistent end-user experience for various calendaring sources
- Manual processing to obtain a holistic calendar view of events, meetings, awards & contests, speaker programs and etc
- Redundant development of calendaring function for each application
- High overhead costs associated with duplicative development & maintenance overhead

Solution

To address the need for enhanced communications and collaboration, Salzer Technologies (Earlier Bleuphish Technologies) developed and deployed Events Information Asset Management Solution for maintaining and sharing multiple events information for various divisions, regions and departments to help the Pfizer Field sales teams manage their local news and Events information repository.

Depending upon the configuration of this incredibly flexible calendaring system, the solution supports any number of public or private calendars, automated workflow for approving event submissions, centralized or distributed calendar management, and e-mail reminders for event subscribers.

Features

- Access to Calendar Events via a single, web accessible repository that serves as the focal point for problem resolution and other activities
- Centralized access to information improves security and reduces the cumbersomeness of ad hoc collaboration via e-mail, such as message across networks, servers and inboxes.
- Powerful and easy to use Workflow automates the alerts and information distribution so everyone is aware of the Enterprise events.
- Extensible collaboration platform for scheduling events, managing tasks and resources
- Group scheduling for meetings and events
- Easily customizable to meet all your enterprise needs
- Can be seamlessly integrated with the existing Calendaring system in the Enterprise

- Implementation of International Calendar Standards
- Open, modular, and standards-based architecture
- Improved Reporting and Analysis of different events.

The application infrastructure built with Solution development fabric, an assembly unit platform where the business application was tailor-made in a faster and less expensive way to meet Pfizer's organizational needs and objectives.

Benefits

- Improved end-user productivity and effectiveness (real-time changes)
- Efficient delivery of information: push and/or pull strategy
- Improved planning and scheduling based on holistic view of all relevant calendaring data across the organization
- Improved reporting and analysis of different types of event entries across multiple dimensions - products, divisions, regions, etc
- Reduced development and maintenance costs
- Shared Services: Integrated into corporate Portal and/or other application or simply serve as a stand-alone

About Salzer Technologies

Salzer Technologies is a global offshore outsourcing firm with offices in Chennai, India and in Northern Virginia in the U.S. The firm is a pioneer in providing knowledge management and business intelligence solutions to leading organizations. The Salzer methodology is driven by a Transparent Offshore Model™ (TOM) that is based on collaboration, communication and currency. Salzer Technologies approaches projects from the point of view of Information Worker Integration™ (IWI). They focus on developing solutions from the user's perspective, delivering information in the context of what information workers need to know - now. Salzer developers use a proprietary assembly-unit platform, called Solution Development Fabric™ (SDF), to create tailor-made business applications in a faster and less expensive way to meet business objectives. The Adaptive Product Development Lifecycle™ brings products to market in a personalized manner, helping companies offer services designed to meet individual needs. That's the Salzer way. Connecting resources through an optimal combination of people, tools, technology, methodology and process expertise - with the goal of satisfying client needs.

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