



## CASE STUDY

*For*

Health Care & Pharmacy Chain

*Implemented for*

Suraksha Diagnostic &  
Pharmacy Retail

*By*

Xenolith Technologies Pvt. Ltd.

Customer	-	Suraksha
Segment	-	Small & Medium Enterprise
Industry	-	Health Care & Retail
Product & Version	-	Dynamics AX 4.0
Dynamics partner Name	-	Xenolith technologies Pvt. Ltd.
No. Of Concurrent Users	-	16

## Company Background

The year 1992 saw the birth of **Suraksha Diagnostic & Eye Research Pvt. Ltd.** at Phoolbagan, located in the heart of the city of Kolkata. Before long, it had carved out a distinct niche for itself in the arena of Diagnostic Centres in Kolkata. Delivering commendable service, accurate reports and reasonably priced products, it moved on to become an eminent establishment. In a matter of four years, Suraksha had grown a manifold and was large enough to launch a branch in Siliguri in 1996. This branch exceeded all expectations and ever since its origin, has been the largest diagnostic center in and around Siliguri.

The group of promoters who promoted Suraksha Diagnostic & Eye Research Pvt. Ltd, also promoted Suraksha Hospital, which, after a successful operation for 5 years, was acquired by AMRI Hospitals. With an intention to expand, the group has now ventured into **Suraksha Diagnostic Pvt. Ltd.** An entire chain of diagnostic Centres, polyclinics and pharmacies has been contemplated, with six to eight of them being expected to come into existence in a year's time.

Its strategies are strongly founded on the pillars of Quality and Accuracy.

Their Directory of services includes:

- Ultrasonography
- Radiology
- CT Scan
- Cardiology
- C.T.Myelogram
- X-Ray
- Pathology
- Gastroenterology
- Neurology - EEG

**Location:** Their operations are spread over in 5 major centers in Kolkata and North Bengal namely Phoolbagan, Bypass Connector, Kestopur, Siliguri and Jalpaiguri. There are PPP Centres in North Bengal with Government of West Bengal span across Bijonbari, Haldibari, Naxalbari, Mainaguri and Dhupguri.

With this backdrop, Suraksha with an ambitious plan to come out with chain of Medical Diagnostics Centre, Polyclinic & Pharmacy Stores through out eastern India and later on plans to penetrate the National Market, the expected number of centre is more than 100+ in a years time and which is expected to grow at a very fast pace.

## Requirement

In view of their aggressive expansion plan Suraksha felt the need to have a robust, highly scalable IT infrastructure to support their expanding business activities. They had a clear understanding in going for a solution which can cater to all their business requirements in the area of Pharmacy Chain, Diagnostic center & polyclinic business. The other requirement was to have a structured POS solution.

## Solution

Xenolith was given the responsibility of developing and implementing the application software part i.e. ERP Systems. Xenolith being an MS Dynamics Gold Certified partner, found MS Dynamics AX to be the best suited solution for Suraksha with close integration with LS POS .Net retail solution.

The integrated product was the perfect solution to support the Pharmacy retail operation.

Xenolith also being a business partner of Dynamic Vertical Software Ltd. (DVS) for the LS ranges of retail solution and other products, could get the best of both software's and integrate it to have a solution that meets customers business requirement.

## Benefits

Suraksha Diagnostics has distinctly three areas of operations namely I) Medical Diagnostics II) Polyclinic III) Pharmacy Chain. The group was using three different legacy systems to control their business. By switching over to MS Dynamics AX with LS POS, Suraksha has benefited immensely. The envisaged benefits of MS Dynamics AX with LS POS in three different divisions are as follows

### Benefits of Pharmacy Chain:

- **Total Control:** Being a single database solution all Pharmacy stores are connected to a central point giving total control to Suraksha.
- **Better Inventory Management:** Medicine stocks are supplied to stores without any delay with the facility of auto indent.
- **Better Trend Analysis:** The medicine prescription pattern of Doctors of different Geographies is different. MS Dynamics AX and LS POS have given Suraksha to analyze this trend and supply with right kind of Medicine stock to its stores.
- **Never a "NO STOCK SITUATION":** With AX's centralized inventory control; Suraksha Pharmacy Chain never faces the syndrome of "NO STOCK SITUATION". Hence more satisfied customers resulting into more business.

### Benefits in Medical Diagnostic Business:

- **No Q of Patients in Reception:** With successful implementation of AX the time consumption of each patient booking has come down 55 seconds resulting in more patient / customer handling per day, hence more business.
- **Faster Diagnostic Report Generation:** AX being an integrated system, data communication amongst departments is very fast, resulting in faster and accurate report generation.
- **Faster Doctor's referral fees payment:** AX being a real time system, Doctors now get their referral fees in time without any lead time with a facility of auto transfer of fund.
- **Business in a dashboard:** On the click of a mouse the entire picture of the Business is visible in a dashboard format with user given parameters
- **Better Control of Inventory/Consumables:** Suraksha uses many high cost and valuable chemicals, reagents etc. AX has enabled Suraksha to control each unit of consumption of such materials with its strong Bill of Material configuration. AX provides with alerts whenever a specific material is over consumed or going below its minimum level.

### Benefits in Polyclinic Business:

- **No Overbooking of Patients:** Once AX was in place the Doctor visit scheduling has become much easier and it has minimized the over or under booking of patients for a specific Doctor.
- **Proper Information System:** Doctor scheduling with Doctors specialty, visit schedule, fees structure etc. information to patient queries has been eased out, resulting into incremental goodwill for Suraksha.

### About Xenolith

#### Touch the Zenith of Business Automation with Xenolith:

Expect not only quality services, end-to-end software solutions and system integration but also get unsurpassed business vertical expertise, customer specific solutions flexibility and support.

Xenolith aims to be a global business solution provider with its expertise in Microsoft Dynamics and SAP B1. The company is an end-to-end solution provider offering ERP based solutions, Hardware and Networking Solutions. Xenolith also offers business continuity services to enterprises looking for data integrity and uncompromising uptime.

Xenolith Technologies Pvt. Ltd. has its global delivery centre in Kolkata, India. The company has its second development centre in New Delhi, India.

The company has established a knowledge competency centre for Retail and Real Estate Business. The center is aiming to provide the maximum return on investment and customer value by providing the right solution to these businesses.

## The Seven Ways to be Happy... The Xenolith Way..

### **Domain experts close to your business.**

With our Pan India presence and expertise in various business domains, we provide complete business consultancy to grow your business. Xenolith possesses the required consultancy skill to excel multi-site environment and critical business needs.

### **Superior Support and Quality Services**

Xenolith has invested in a strong technical support infrastructure. And as a Premier Support Partner with Microsoft and SAP, Xenolith has a dedicated support liaison with the world's leader in integrated solutions. We have the resources and relationship with Microsoft and SAP to ensure you receive the level of support you need, when you need it.

### **Expertise and Experience**

Xenolith possesses a unique team enriched with Business knowledge well mixed with a strong technical team that work in tandem with its business partners and keeps itself updated with the latest technologies so that we can provide the best solution suited to your industry and environment is delivered.

### **Track Record to give you comfort**

By following Xenolith's time-tested methodology, our experts have successfully completed a unique solution on top of Microsoft Dynamics platform spread across 38 locations for SREI Infrastructure Finance Limited. With Xenolith, you can expect a secure, on-time, on-budget implementation and a solution that addresses your specific business needs.

### **Tailor made solution just for Your Business**

We provide services and software that meet your needs, within customers' budget. We assist customers to choose standard, well-documented, cost-effective solutions and minimize customization effort. Should customization be necessary, our skilled development team can tailor your Microsoft integrated business solutions and SAP B1 Solutions to meet specific industry requirements and business process need.

### **Enrich Value Proposition with Integrated solution**

Xenolith's Integrated Business Solutions approach leverages our deep expertise in the field of Microsoft server and infrastructure that unlocks the synergy between various ERP product lines. By tightly integrating Microsoft classic technologies with Microsoft Dynamics™ and SAP B1 software, Xenolith enables clients to derive more value from the ERP product they already own, while achieving greater collaboration and more streamlined processes.

### **Maximize ROI**

Our solutions will help you to increase revenues, reduce headcount and labor costs, save time, and realize other measurable returns on their investments.

