



FocalCXM implemented a Global Rebate System for a global Animal Health by eliminating multiple systems and streamlining business processes by building a Managed Package on Veeva and a JSR 94 compliant rules engine. This simplification effort significantly cut down costs, provided a unified view of the customer, better data integrity and overall a reliable and transparent rebate system.

THE CUSTOMER

Client is an innovative, global healthcare leader that is committed to improving health and well-being around the world. Except in United States and Canada, Client the company is referred to as Client. Client operates in more than 140 countries and employs over 68,000 employees across the globe. Client's Animal Health is a division that is focused on the research, development, manufacturing and marketing of animal health products. The company offers customers one of the broadest, most innovative Animal Health portfolios, spanning products to support performance and to prevent, treat and control disease in all major farm and companion animal species.

BUSINESS PROBLEM

As part of Client's rebate management program, Client's Australia territory gives monthly rebates to customers for purchasing Client's products. From an IT perspective, the system is not simple because there are multiple systems involved in the rebates. Customer information is present in Veeva, the sales representatives use Appian to capture contracts in the field and the contract information is periodically moved into another System where the rebates are calculated and finally the rebate output is sent to SAP system. However a couple of key challenges are as below:

- There are data integrity challenges because of the multiple systems in place.
- There is no visibility into the rules for the rebates system.
- Cost of maintenance
- Effort involved in ensuring proper rebate payment.

SOLUTION

FocalCXM helped Client eliminate Appian and sunset the old VetPlan system. In order to minimize the impact of other projects as part of the global Veeva rollouts within Animal Health, Focal delivered a Managed Package on top of the Veeva platform. In addition, Focal implemented a beautiful front end in Angular & Java to allow country administrators to define rebate specific rules that is integrated with the Veeva package. This enables the contracts executed by the sales representatives in the field to move from Veeva to the Rules System via Informatica. Every month, the rebates are calculated based on few approval flows and since the calculations are executed by a Open Rules, a JSR compliant Rules Engine, there is complete visibility and transparency in the rebate system.

RESULTS

- Excellent Data Integrity
- Simplicity for Sales Representatives since they do not have to use multiple systems
- Rebate Process Simplification
- Robust platform for future extension to more markets
 - Currently live in Japan, Australia, New Zealand, Ireland, Poland
- Reduce cost of maintenance