Reimagining data & insights for one of the world's leading non-profits
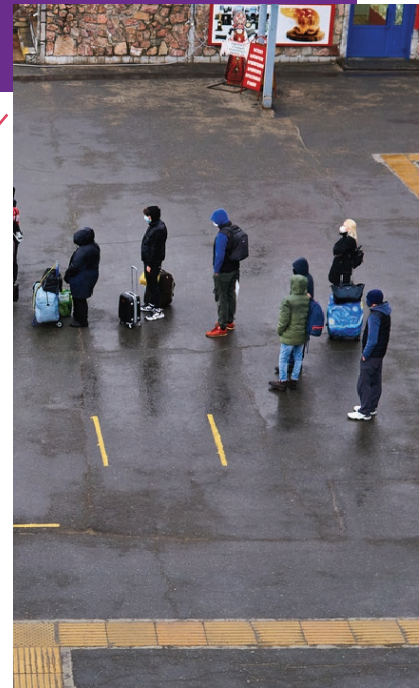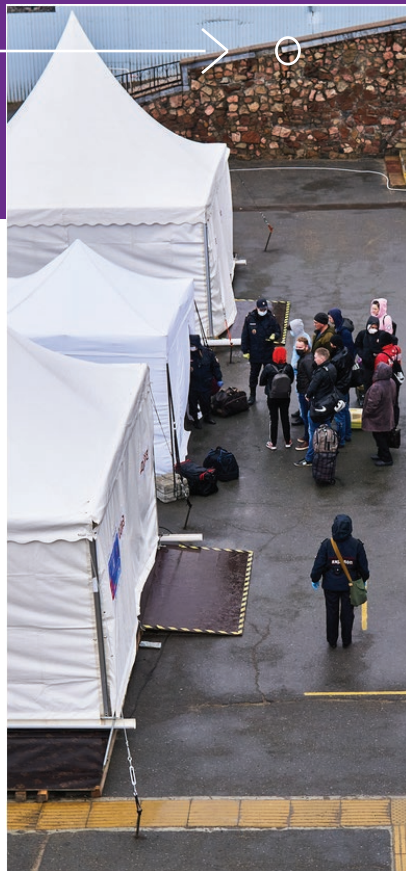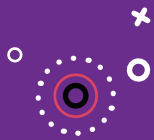
Customer overview:

The client is one of the largest non-profit humanitarian services organizations. It provides blood products and services, disaster relief and does fundraising to support humanitarian causes.

Customer challenges:

The client was facing 4 main challenges:

1
Huge manual effort for enterprise reporting that was error prone

2
Lack of a consolidated blood product inventory at an enterprise level.

3
Lack of near real-time inventory of blood products manufactured across various units.

4
Lack of 360-degree "constituent reporting".

There was an imminent need for data transformation and modernization. This required redefining and improving their digital data insights platform, master data management, business intelligence, and digital experience. The client needed a strategic partner who could provide requirement assessment, technology consulting, strategy execution, and operating model design and implementation.

The key objectives for the client were:

- **Cost optimization**, operational efficiency, maximized profit, reduced risks, improved security, faster decisions using real-time data, and a 360-degree view of all business units at the enterprise level.
- **Increase customer/user satisfaction**, leverage emerging technologies to gain sales insights, and identify cross-selling opportunities.
- **To develop a reporting strategy** that served both enterprise BI and self-serve BI needs.
- **Enable convergence of transactional and analytical reporting** using the same platform.
- **Reduce footprint on the data center** and move towards a cloud-enabled solution.
- **Enable unified and end-to-end reporting** by re-designing the underlying data platforms.

The Mindtree approach:

Mindtree has been the client's strategic partner since 2015. We were uniquely positioned to execute and launch this transformation initiative. The client chose Mindtree as their trusted go-to partner to lead this transformation based on the following unique characteristics:

- **Innovation and continuous improvement.**

- **Deep customer knowledge:** A clear understanding of the client's needs and expectations, businesses, and internal ways of working.

- **Outcome-centric approach:** We knew about the improvements that were in demand by different stakeholders and focused on outcomes, not the underlying technology plumbing.

To execute the program, the client's internal team and Mindtree started with a proof-of-concept CIO dashboard that unified all key metrics from across the organization, leveraging its Enterprise Data Warehouse. Through a series of roadshows, stakeholder buy-in was garnered, and moved into the execution phase in biomedical and other lines of business(LOB).

We identified analytics, cloud-based services, and data management to be the key areas that required improvement. **The engagement was slated to have a significant impact on the company's customer service, production and operations management, supply chain management, and human resource management.**

The solution:

The client collaborated with several organizations who are blood drive sponsors, financial donors, sponsors for training services of their personnel, etc. These organizations are the client's financial arm–Fortune 1000 firms, , community service clubs, public and private universities, community centers, etc. **The client's relationship with these organizations is very critical and how they engage with them is paramount to measure, track, and achieve their mission.**

Earlier, multiple applications and systems were used to collect the organization's data across different business units. Data was collected from various sources, such as B2B fundraising donations, blood drive sponsorships, training orders, etc. and **the process was disjointed with incoherent data.**

A reporting solution to get a real-time view of the patronage offered by different organizations was the need of the hour. This **360-degree reporting system would help the client to understand its patrons better and deploy the right strategies to maximize relationships.**

Business outcomes achieved:

- The technology landscape created by Mindtree **provided a 360-degree view of the B2B entity's patronage across all the business units.**

- The system also acted as a resource for territory sales reps to cross-sell services across business units and to their assigned accounts. They could track their top patrons, mitigate risks across types of training services, effectively market to improve blood collection yield, and increase fund donations, to name a few capabilities.

- Real-time patronage insights across various types of organizations for the C-suite, **enabled informed outreach and acknowledgements to engage with new and promising patrons.**

- Historical information on sponsor blood drives has **provided invaluable insight and ease of inference producing huge productivity benefits.**

- **Game-changing patron and stakeholder experience enhancements** through data-driven, dynamic viewgraphs, more compelling propositions, and detailed enterprise level view and standard enterprise KPI framework.

- **Pull 100+ organizations worth of information** (not just data) within minutes that used to take multiple days.
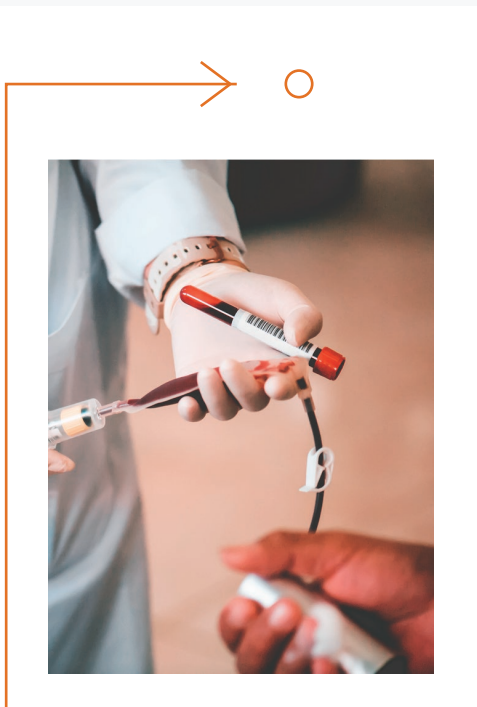
Other interventions:

Real-time visibility into the blood products inventory

The client's objectives were cost optimization and improved efficiency. To achieve these objectives, the sales and distribution process had to be streamlined. The source data was collected through blood manufacturing records, , inventory, and data forecasts.

Business outcomes achieved: The centralized data platform resulted in a unified portal that provided a near real-time inventory of blood products across the nation and an in-progress assembly-line real-time view of blood products. Thus, the distribution process was made seamless and efficient.

- **Improved operational efficiencies** through reduction of manual activity.

- Ability to respond to blood demand spikes in real-time.

- •Inventory managers were able to **provide real-time updates to account managers to support fulfillment of commitments** to customers with the ability to re-assign blood product movement dynamically.

- **Timely insight on product inventory** and real-time tracking capabilities eliminated the delay of waiting for updates every 24 hours.

- **Locating the right blood product anywhere** in the supply chain and reducing wastage by re-allocating inventory where it's really needed.

- **Accessible anywhere** from desktop, laptop, mobile phone, and tablet with the ability to initiate and approve workflows.

Real-time analytics drive improved hospital sales performance monitoring

The source data for hospital sales was collated from hospital orders, blood product demand by territory (booked and sold by region), historical revenue, and product type.

Business outcomes achieved: Timely insights through data and analytics with real-time access to hourly, weekly, and quarterly product sales performance review.

- **70% productivity gains** on data and reporting aggregation.

- **Granulized view of KPIs by product type and region** with the −ability to view multi-dimension trends in 2 dimensional views.

- **Ability to forecast product demand** by type, by region, and by hospital customer.

- **Helped in developing trends** of hospitals spend by product type.

- **Territory account managers have better control and visibility** of their KPIs in terms of past performance by product type. This provides valuable aid to forecast possible demand and review with their hospital customers to plan on future fulfilment indices.
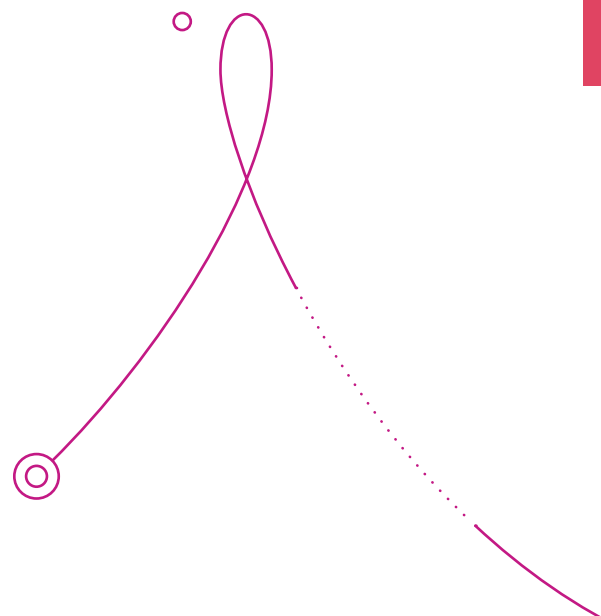
Technology stack used:

Function	Technology product
Enterprise Data Warehouse	Teradata
Data Integration	Informatica
Customer Data Integration	Data Enrichment Through Data Service Providers
Business Intelligence	Microsoft Power BI

Humanitarian outcomes:

The constituent 360-degree reporting, the visibility into blood products inventory, and real-time hospital sales performance monitoring delivered significant business impact for the client improving their humanitarian services. For the first time, the customer had a national view of inventory status for blood products. This visibility enhanced their ability to meet blood product fulfillment demand and commitments in real-time. It also improved the client's response and recovery for disaster-affected populations in a significant manner.

This is especially relevant for our client's business where every minute counts–every minute of delay in access to accurate, real-time inventory data meant delayed relief and response, ultimately costing human lives.

About Mindtree

Mindtree [NSE: MINDTREE] is a global technology consulting and services company that enables enterprises across industries to drive superior competitive advantage, customer experiences and business outcomes by harnessing digital and cloud technologies. A digital transformation partner to more than 260 of the world's most pioneering enterprises, Mindtree brings extensive domain, technology and consulting expertise to help reimagine business models, accelerate innovation and maximize growth. As a socially and environmentally responsible business, Mindtree is focused on growth as well as sustainability in building long-term stakeholder value. Powered by more than 29,700 talented and entrepreneurial professionals across 24 countries, Mindtree — a Larsen & Toubro Group company — is consistently recognized among the best places to work.

For more, please visit www.mindtree.com or @Mindtree_Ltd.