



# Gaining Efficiency & Speed, Thanks to Cinntra - Vision Diagnostics



*Outstanding Diagnostic and Biotechnology Company*

# Vision - Journey to Tech-enabled Transformation

The leading diagnostic and biotechnology company - Vision Diagnostic (I) Pvt. Ltd., is headquartered in New Delhi, India. The company's motto is to deliver cutting-edge, high-quality applications in biotechnology, pharmaceuticals, diagnostics, life sciences, and research disciplines. They are into the sales and marketing of different diagnostic and research products for Medical colleges, Research institutes, Biotech industries, Diagnostics laboratories, and Leading hospitals.





*Call for change*

# Challenges that adversely affect business

Vision Diagnostics already excelled in its business. However, the company knew it needed to revamp its complete workflow with new, specialized software solutions to unlock the next level of operational excellence for the business. This new technology upgrade would have to satisfy the organization's stringent business requirements of streamlining the complex processes.

Since Vision mapped to upgrade their workflow facilities, they also required a simple, feature-packed customer relationship management software

with a bespoke Service module application to minimize the work confusion and inefficiencies. And with business expansion, this urgency became even more urgent. This led them to Cintra Infotech.

The decision-maker at Vision was incredibly impressed with our working style, our comprehension of the industry pain areas, and how quickly we intuitively foresee the specific business requirements of Vision.

*Call for change*

# Ingenious solutions that improved Vision operations

Our functional and technical consultants closely worked with Vision to get a better understanding of their requirements and recommend three workarounds, which are the right fits for the challenging work ecosystem of Vision. The solution includes - SAP Business One with a Barcode add-on to automate the complete manufacturing cycle, BRIDGE customer relationship management software to streamline the sales channels, and a custom Service module to support the post-selling work. The solutions wouldn't resolve the current challenges but facilitate scalability to solve future challenges.

The sophisticated algorithm deployed on the BRIDGE platform provides salespeople with meaningful insights into lead quality. And the granular data available on each lead and rich reports enable the leadership team to understand any spike in performance. Being a certified & trusted SAP Partner, we met their prime criteria at lower total cost ownership. Soon after implementing the solutions, it became evident that it could help Vision Diagnostics much greater efficiencies in different business areas. Libra experienced significant improvements at every level of operations.



# Looking to the future

The ongoing journey of Vision towards fully automating its manufacturing unit & sales operations is a compelling testament to the competitive edge that manufacturers can achieve from SAP Business One & BRIDGE CRM. Now, they use SAP B1 with the SQL database for all its core business processes, including managing the inventory, entire sales

trajectory, manufacturing of syringes & needles, human resources, and relationships with suppliers.

It is well-placed to further capitalize on the SAP Business One & Bridge CRM benefits—a higher degree of automation and new intelligent technologies.

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We're proud to be a technology partner for Vision as we improved their manufacturing & sales operation at a minimal upfront cost.

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