

Mead Johnson (Asia) ETMS project , the purpose of this project is to implement standardized sales process and automated sales order.

Mead Johnson was built on a foundation of science-based nutrition. It was one of the first companies in the United States to focus scientific research on nutrition for infants and children.

Over the course of more than 100 years, Mead Johnson has introduced a wide range of innovative infant feeding products, pharmaceuticals and enteral and parenteral nutrition products.

Mead Johnson has seven production bases in the world, and nutritional products are sold in over 50 countries and regions, the infant formula business is a global market leading brands.

Project introduction

In order to implement the real-time and convenience of system, this project apply “salesforce + iPad + ERP” model. ERP will send master data to salesforce, grant order information from salesforce and return status of order to salesforce. Customized iPad application is major client of this project, sales rep will use the application to manage their visit call plan, visit call report, order, activity and other works, and sent data to salesforce or grant data from Salesforce, that means sales rep can work at anytime and anyplace, and managers can grant real-time data from sales rep. Salesforce this the most important component in this project, it needs to connect to ERP and iPad to implement data transaction, such as getting specified data from ERP and iPad, and sending specified data to ERP and iPad. It also controls all business data include account information, order information, territory information and other business data, and generate different reports and dashboards for management.

The major module of this project is territory, visit call, order, and KPI. Territory module can help MJN manage territories of different countries comfortably, managers can use this module to assign or reassign accounts to sales rep quickly. Visit call module can help sales rep manage their working plan and activities, and help managers review and track daily working of sales rep. Order module can help sales rep create different orders quickly and track status of these orders, and help managers monitor real-time sales data. KPI module can help management of MJN hand real-time operational status of company, and help they make decision quickly.