



# Solutions for the Pharmaceutical and Healthcare Industries

Successful Enterprises In Focus

2002

Industry Document

There is general agreement that most healthcare systems are less efficient than they could be. In most countries the provision of healthcare is highly segmented. Providers such as general practitioners, hospitals, clinics, pharmaceutical companies and pharmacists tend to be stand-alone players. As a result, the delivery of healthcare to patients can be slow and costly, and

the overall healthcare system can be ineffective, inefficient and poorly valued by the public.

Makabu's pharmaceutical and healthcare practice focuses on delivering innovative products and solutions that better manage the information and supply/distribution needs of the industry thus enabling industry players to better serve their patients.



## Industry Specific Products / Solutions

Content Management System

Hospital Management System

Distribution Management System for Pharmaceutical Companies

Corporate Intranet for Healthcare Providers

Corporate Website

Web Enabling of Services (eCommerce Solution)

## Case Study 1

### Problem

A division of Johnson and Johnson (J&J) was having a problem of managing its inventory across distributors resulting in costly delays of supply.

### Solution

Makabu designed and implemented a distribution management system that gave J&J real-time knowledge of its pharmaceutical product inventory throughout the country including inventory at J&J, inventory in route to

distributors and unsold inventory at distributors. It also allowed J&J to keep track of secondary sales and thus knowledge of its ultimate client. The system assisted distributors with an easy ordering and tracking mechanism as well.

## What clients say about Makabu

*"Working on a day to day basis with the team at Makabu has been excellent. The time and effort that has gone into the management of both projects from Makabu has been second to none."*

*"I was pleasantly surprised by the research and analytical capabilities of Makabu. Initially I was going to use Makabu to develop my design but soon I realized they could help in designing the product as well."*

*"Makabu helped us define our need and then developed a solution that was timely, cost-effective and scalable. Their project and process management skills are commendable. I would go back to them any time!"*

## Case Study 2

### Problem

A medical institute based on a consortium of UK hospital was having difficulty disseminating information across all its hospitals in a coordinated and efficient manner.

### Solution

Makabu designed a corporate intranet on a single platform that allowed all the hospitals to have immediate access to information. This site had 7 sections: Business Information, Hospital Information, People Finder,

Links, News, Feedback and What's New. In order to manage all this information, the client was also provided with a Content Management System that is used to continuously update the information on a need be basis.

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***Makabu participates in the new economy by providing a low cost but highly skilled software development house; a professional services team that partners with clients globally; and a research and development team dedicated to developing enabling technologies for the Internet.***

CHECK OUT OUR WEBSITE  
[www.makabu.com](http://www.makabu.com)

## Industry Specific Clients

Cardiac Care Center  
Clinical Research Organizations  
Ikonami  
Johnson and Johnson  
Pharmacia (UpJohn)  
UK Healthcare Service Providers

## Other Makabu Clients

3M  
British Petroleum  
Carbon Partners  
Commerce One  
Idea Integration  
InfocusWeb  
Kwik-Fit (Ford)  
MidEast Online  
Peoples Business Network  
OGS  
Sitaro  
Suplion  
Transpolink  
VentureChest  
WPP

*Johnson & Johnson*

**PHARMACIA**



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