

Internship
at
ZS Associates, Gurgaon

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Section 1- Internship Report

1.1 INTRODUCTION

ZS Associates, Inc. offers administration counseling administrations. It gives client understanding, advertise division, evaluating, advancement, deals arranging, information administration, and execution examination counseling administrations. The organization likewise gives item gauging, focusing on, and account arranging administrations. It serves customer items, money related administrations, mechanical items, human services, pharmaceuticals, biotechnology, media communications, transportation, medicinal items, and coordination businesses. ZS Associates, Inc. has a vital organization with Veeva Systems. The organization was established in 1983 and is headquartered in Evanston, Illinois with extra workplaces in Brazil, Sao Paulo, Singapore, Japan, Spain, India, Germany, France, Italy, United Kingdom, Canada, Pennsylvania, New York, California, Massachusetts, Toronto, Zurich, Shanghai etc.

ZS Associates was established in 1983 by Prabha Kant Sinha and AndrisZoltner, who cooperated as educators of advertising at Kelloggschool of Management at Northwestern University, Evanston, USA

The company utilizes in excess of 6,500 workers in 23 workplaces across the globe. ZS's Capability and Expertise Center is situated in vast center points in Pune, New Delhi and Bangalore, India. In 2014, the firm provided business for 49 out of 50 biggest medication creators and 17 out of the 20 biggest medicinal gadget producers and furthermore serves purchaser items, monetary administrations, mechanical items, broadcast communications, and transportation and coordination ventures.



Fig. 1.1- ZS Associates Gurugram Office

The Consultants use the company's profound information of the scope of offers and showcasing exercises and how they collaborate with a specific end goal to foresee the positive and negative impacts of essentially any choice. Subsequently, the firm offers its customers one of a kind favorable position of what will work the best for them and their organization.

Thirty years back, ZS helped pioneer the move in business system from being resolved to a great extent by instinct to being driven by information. The crucial approach is same even today: revealing reality through quantifiable actualities of what works, educated by unrivaled experience and steady advancement. Accordingly, ZS have profound skill in what makes effective deals and advertising and has manufactured a worldwide group of in excess of 2,000 exceedingly prepared experts who are focused on this interest.

Since 1983, ZS has been working shoulder to bear with pioneers at several the worlds' best activity. ZS customers normally are expansive or average sized organizations whose achievement relies upon the adequacy of their deals and advertising. ZS causes them to accumulate and examine information to make the best procedures; organize deals and promoting exercises increment request productively; and change rapidly to wind up more focused.



Fig.1.2 - Logo of ZS Associates

1.2 ORGANIZATION PROFILE

ZS Associates is established in a scholarly organization that started in the early 1970s. In 1973, Andy Zoltner finished a PhD in whole number programming calculations at Carnegie Mellon University, dedicating a part in his thesis to deals and area arrangement issues. Andy in this manner acknowledged a showing position at the University of Massachusetts (UMass).

The next year, Zoltner encountered PhD understudy Prabha Sinha, who was investigating the utilization of higher math in dinner making arrangements for the military. The two worked together on the Multiple-Choice Knapsack issue and co-composed a paper on the point. In the long run they understood that this line of reasoning was very relevant to the issues of offers constrain measuring and asset distribution.

Throughout the following quite a while, the match worked with various organizations, increasing down to earth encounter applying displaying methods to deals constrain issues.

In 1982, Andy exhibited his and Prabha's scientific models for deals compel measuring and domain arrangement to the Pharmaceutical Management Science Association (PMSA), utilizing an early Apple PC to show deals regions on location. Administrators from a large number of the going to organizations were shocked by the model's capacity to rapidly explain deals compel estimating, deals asset distribution, and domain arrangement issues and see arrangements

outwardly continuously, with one shouting, "I've been sitting tight as long as I can remember for this!"

By 1983, both Andy and Prabha were instructing at Northwestern's Kellogg School of Management. They addressed by day, and by night they chipped away at the numerous customer extends that came their direction. As of now having counseled to eight organizations, the two teachers inferred that there was a chance to enable numerous customers to address basic deals compel adequacy issues, thus they joined ZS Group, Inc., on September 21, soon renamed ZS Associates, Inc.

1985 saw ZS twofold in staff, from 12 to in excess of two dozen, and the thriving counseling firm soon exceeded the standard midnight PC hurries to Northwestern's PC focus. Andy and Prabha, understanding the need and chance to extend, collateralized an IBM 3481 centralized computer PC buy with their homes. That same year, the firm discharged the primary adaptation of its mechanized region plan programming.

By 1986, ZS had helped eight of the world's 10 biggest pharmaceutical organizations measure their business powers and adjust regions in the United States, Canada, or Europe. The two-year-old, 25-man firm had just chipped away at about 100 tasks in twelve nations.

In 1987, ZS was chosen by a worldwide enterprise to help rearrange, cut back, realign, and redeploy its USA deals powers. It was one of ZS's biggest tasks to date. In any case, giving awesome examination were just insufficient for this task – the general population arranged parts of encouraging situation choices ended up being basic also. Giving change administration procedures and supporting instruments for the HR side of offers and promoting turned into a key component of the company's situation work.

Moreover, ZS started taking a shot at motivator remuneration outline and organization, helping customers decide ideal impetus gets ready for their business groups and in addition distributing execution reports and ascertaining achievement on an outsourced premise.

In 1990, another universal organization picked ZS to help create deals drive procedures and arrangements for its as of late consolidated deals powers in twelve key nations. This was the first

of numerous such close concurrent, multi-nation ventures for the firm. The same effective model was rehashed through the 1990's with various customers.

In 1993, ZS presented another business constrain viability and profitability structure. This system – and future adaptations – has since been utilized broadly by the firm to enable customers to decide their key issues and enhance their business execution. The organization likewise started to create information distribution centers for customers, and additionally a scope of logical administrations. These undertakings were the beginning for ZS's administrations in customer capacity constructing and outsourcing.

In 1997, ZS started to apply its information dealing with capacities and thorough examination to the showcasing research work. In ensuing years, this new advertising research region became together with ZS's as of now settled gauging practice and extending skill in more extensive promoting issues, to come to fruition as ZS's flow showcasing administrations hone territory.

In 1998, ZS presented specific programming, forms, and committed groups to center around the developing open door in directing deals compel motivating force remuneration programs, a zone the firm had been tending to for quite a while. Notwithstanding giving outsourced administrations, our work around their empowered customers to effectively direct their motivating force pay programs in-house.

In 2002, ZS propelled the Marketing Research rehearse, which inevitably advanced to a significantly more extensive Marketing arrangements territory.

In 2004, the Institute for Operations Research and the Management Sciences (INFORMS) granted Andy and Prabha the Marketing Science Practice Prize for exceptional usage of advertising science ideas and strategies, perceiving the business region arrangement framework they had created and actualized through crafted by ZS Associates. Their triumphant paper, Sales Territory Design: 30 Years of Modeling and Implementation, was in this way distributed in the INFORMS diary, Marketing Science.

By 2007, ZS's headcount had topped 1000 representatives. Likewise, in 2007, the firm finished in excess of 2000 ventures – a first for a solitary year – for very nearly 300 customers in 28

businesses in 38 nations. The tasks were in 30 unique classes/issues: more different than any time in recent memory.

ZS's Silver commemoration in 2008 stamped 25 years of unprecedented development:

- From one little office in a school town, the firm developed to 17 workplaces around the globe – nine in North America, five in Europe and three in the Asia/Pacific locale
- Building on ZS's unique MAPS® region arrangement programming, the present Javelin™ Software Suite bolsters a horde of offers and advertising needs
- An early spotlight on the pharmaceutical business has extended to B2B associations in about 30 ventures
- The customer issues ZS addresses have advanced from deals drive size, structure and arrangement to incorporate a full range of offers and promoting issues, giving counseling aptitude, customer capacity constructing and outsourcing administrations

ZS's Accolades-

- Recognized as a Best Place to Work for LGBTQ Equality in 2019 by the Human Rights Campaign Foundation
- Named as Consulting Magazines' "Best Firms to Work For" in the years 2017 and 2018
- Ranked by Vault on several 2019 best-of lists, including "Consulting 50," Most Prestigious Consulting Firms" and "Best Consulting Firm" in the following practice areas: healthcare, retail, human resources and pricing, sales and marketing
- Recognized as one of the 2018 100 Best Companies for Women in India by the Working Mother and AVTAR Best Companies for Women in India study
- One of Pharma Tech Outlook's top 10 analytics solution providers in 2016
- Named an Aflac 2016 Partner of the Year in the service category for its long-standing support of the Fortune 500 insurer's sales and marketing operations

- Ranked second on the Fairygodboss “Best Company for Women” list and sixth on its “Best CEO for Gender Diversity” list for 2018
- PEX Network 2017 honorary mention for “Best Business Process Excellence Program Under Two Years”
- ZS’s Capability and Expertise Center in India received the prestigious “Great Place to Work” certification for 2017-2018 and 2018-2019
- Principal Shankar Viswanathan named one of Analytics India Magazine’s 2017 “Top 10 Data Scientists in India”
- One of Analytics India Magazine’s 2016 top 10 analytics firms to work for in India
- Ranked No. 13 on the Times Ascent and WHRD Congress “Dream Companies to Work For” list for 2016
- One of JOMBAY’s #CultureCanvas top 10 companies in India for 2016 that best reflect their culture in the workplace
- Named to LinkedIn’s 2016 “Top Attractor Where India Wants to Work Now” list due to the firm’s success attracting and retaining top talent
- Recognized for “Excellence in Talent Acquisition” at the 2017 Society for Human Resource Management India Awards
- Runner-up for “Excellence in Social Media People Practices” and “Employer with Best Employee Health & Wellness Initiatives” at the 2016 Society for Human Resource Management India Annual Conference and Exposition

1.2.1 OFFICES AROUND THE GLOBE

ZS is one firm with various workplaces situated to give the most elevated quality and most mindful support of our customers. Every office can adequately serve nearby or local customers while likewise adding to extend groups working the world over, gathering the ideal blend of capacities, encounter, topography, dialect and culture.

Americas	Europe	Asia
Boston	Barcelona	New Delhi
Chicago	Frankfurt	Pune
Evanston	London	Shanghai

Los Angeles	Milan	Singapore
New York	Paris	Tokyo
Philadelphia	Zurich	Bangalore
Princeton		
San Diego		
San Francisco		
São Paulo		
Toronto		

1.2.2 ORGANIZATIONAL STRUCTURE AT ZS ASSOCIATES

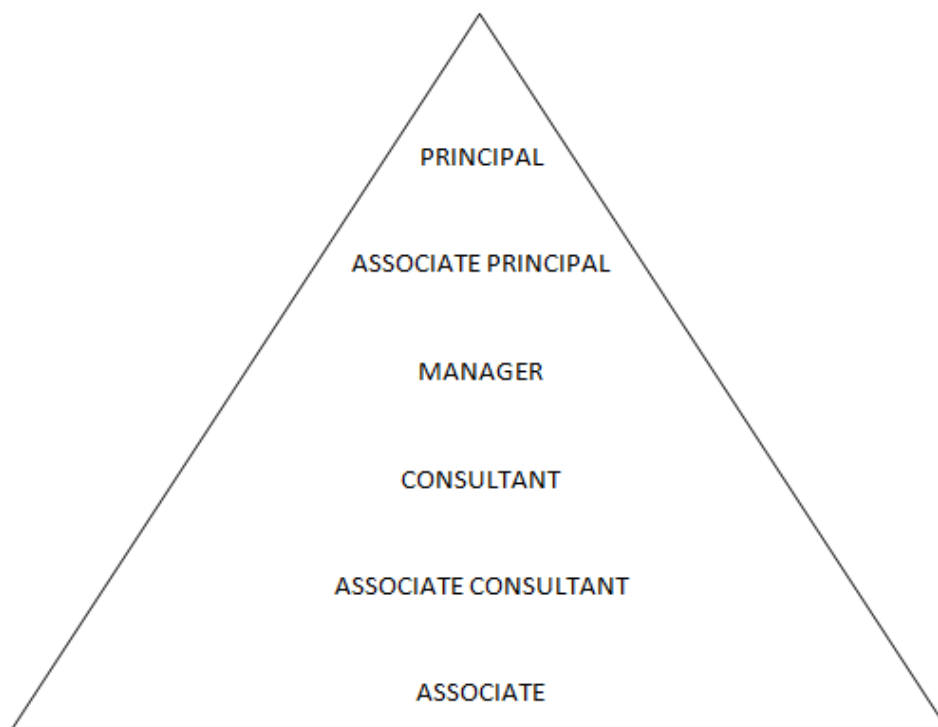


Fig.1.3- Organizational Structure at ZS Associates

1.3 SERVICES PROVIDED

1.3.1 HEALTHCARE SPECIFIC

1.3.1.1 BUSINESS DEVELOPMENT AND LICENSING

Authorizing is basic to keeping up a strong pipeline. Be that as it may, rivalry for right on time and late-organize mixes and restorative items is enormous. ZS quickens the making of business improvement methodologies and guarantees that potential open doors are very much assessed and lined up with portfolio and key needs.

1.3.1.2 CONTRACT OPERATIONS

Life sciences organizations burn through billions every year to pay refunds – \$40 billion by the U.S. pharmaceutical industry alone. In any case, numerous organizations overpay as a result of wrong payer information and resistance. ZS can enable you to avoid excessive charges, help consistence and decrease operational expenses.

1.3.1.3 CUSTOMER DECISION JOURNEY

An adroit and significant Customer Decision Journey can give a key preferred standpoint over customer's opposition.

1.3.1.4 CUSTOMER-CENTRIC MARKETING

The principles of commitment with social insurance suppliers are evolving. HCPs are more carefully associated than any other time in recent memory, which makes much more open doors forever sciences deals reps to interface with their clients. Yet, that computerized availability

additionally is changing how HCPs need to speak with life sciences associations. ZS empowers associations to coordinate limited time endeavors and better oversee correspondences, utilizing rich experiences to streamline the client travel.

1.3.1.5 MANAGED CARE

The most recent patterns show that the power used by payers will just keep on increasing: payers are taking greater refunds and utilizing usage administration procedures all the more often with the two doctors and patients. ZS help life sciences organizations considerably increment the income, piece of the pie and gainfulness of working with oversight mind.

1.3.1.6 MARKET ACCESS AND PRICING

Medicinal services moderateness and the estimation of pharmaceutical items have been hot-catch issues for a considerable length of time, and mounting monetary weights and biotechnology propels have made them the focal point of a sociopolitical discuss. ZS's esteem and access group brings a one of a kind mix of thought initiative, multidisciplinary ways to deal with esteem, organized systems and customer organization to help make business progress in a quickly evolving condition.

1.3.1.7 PRODUCT LAUNCH

Each item dispatch requires cautious arranging and exact execution to expand its odds of progress at dispatch and all through the item life cycle. ZS underpins three key phases of dispatch arrangement and execution—conveying a precise way to deal with item dispatches that enhances consistency and spotlights on what makes a difference most.

1.3.2 SALES

For almost 30 years, ZS's deals counseling administrations have helped organizations around the globe exceed expectations at basic deals exercises, for example, outlining deals channels that use both immediate and backhanded ways to showcase; making the best deals constrain structure, an area design, size, assignment and impetus approach; and incorporating deals and advertising programs with remarkable outcomes and levels of proficiency. Discover how ZS has helped

several organizations pick up piece of the overall industry by extraordinarily enhancing the execution of their business associations.

1.3.2.1 BUSINESS INTELLIGENCE

Compelling client division gets from an unmistakable comprehension of client needs, purchasing procedures and inclinations, esteem recognitions, and potential. ZS joins advertising science ability with many years of experience to enable organizations around the globe to grow profoundly noteworthy division systems that drive mark procedure through to strategic execution.

1.3.2.2 BUSINESS PROCESS IMPROVEMENT

When attempting to reveal operational barricades and wasteful aspects in your deals and advertising divisions, ZS can help to reengineer deals and showcasing forms and encourage effective change administration inside your association.

1.3.2.3 CUSTOMER TARGETING AND ACTIVITY PLANNING

The business field constrain stays a standout amongst the best channels to connect with the client. Be that as it may, it is likewise a standout amongst the most costly. What's more, in a market in which you need to accomplish more with less, organizations must augment the arrival on their business compel? ZS enables your business association to recognize the best openings and field constrain strategies.

1.3.2.4 GO-TO-MARKET STRATEGY AND TRANSFORMATION

ZS enables deals and advertising officials to recognize basic development openings, decide deals and promoting methodology, and execute the essential changes – changes that frequently help our customers' income 2-10% or more

1.3.2.5 SALES CHANNEL STRATEGY AND MANAGEMENT

ZS makes winning channel techniques. We adjust go-to-showcase technique with general business procedure by helping customers create and deal with a channel program with the correct

blend of immediate and circuitous (accomplice) channels to meet business objectives and client commitment necessities.

1.3.2.6 SALES COMPENSATION

A powerful deal pay design holds your best business people, increment piece of the pie, make offering costs unsurprising and lessen the cost of plan organization. A substandard arrangement does the inverse. ZS makes designs and amounts that help your procedure and streamline organization.

1.3.2.7 SALES FORCE DESIGN

The business constrain is one of an association's most important and costly showcasing assets. Dissimilar to other showcasing strategies, constructing or reshaping a business power can take significant time, cash, and consideration. ZS has planned deals powers for associations crosswise over in excess of 25 enterprises and in more than 70 nations.

1.3.2.8 SALES FORCE EFFECTIVENESS

In the course of recent years, ZS has led a large number of offers drive viability commitment with more than 700 organizations in excess of 70 nations and 25 ventures. We have helped our customers' sales representatives accomplish: longer publicity with their clients, more themes talked about amid client visits, fundamentally enhanced consumer loyalty evaluations—and most critical, up to 30% higher deals execution.

1.3.2.9 TERRITORY MANAGEMENT

Every single key process—from deals drive arranging and organization to motivate pay and budgetary revealing—rely upon productive, improved domain administration arrangements. Having spearheaded the idea almost 30 years back, ZS offers unparalleled experience and information in domain administration and its ideal part in your general deals tasks.

1.3.3 MARKETING

1.3.3.1 BUSINESS PROCESS IMPROVEMENT

When attempting to reveal operational detours and wasteful aspects in deals and promoting offices, ZS can help to reengineer deals and advertising forms and encourage fruitful change administration inside customer's association.

1.3.3.2 BUSINESS INTELLIGENCE AND TECHNOLOGY

ZS business knowledge arrangements enable customers to settle on better business choices and spotlight on exercises that have the best effect on deals and benefit. ZS business knowledge arrangements have helped Fortune 100 customers enhance deals and advertising tasks and spare as much as 25% on operational expenses.

1.3.3.3 CUSTOMER EXPERIENCE

Coordinating the correct experience is an impressive test, particularly as offering and limited time channels multiply. ZS exploits chances to change over consumer loyalty into client dedication, support—and at last, long haul natural development for your business.

1.3.3.4 CORPORATE SUPPORT

ZS's Corporate Support groups work the company's center inner undertaking capacities. ZS's worldwide groups involve group situated, even minded and results-driven individuals who flourish in a testing workplace. ZS's kin originated from various foundations, however share an enthusiasm for quality client administration and commitment—regardless of whether our client is a customer or another ZSer.

1.3.3.5 CUSTOMER SEGMENTATION

Successful client division gets from a reasonable comprehension of client needs, purchasing procedures and inclinations, esteem recognitions and potential. It additionally requires recognizable proof and comprehension of the basic certainties that will drive viable brand technique, incentive and deals constrain plan choices. ZS consolidates promoting science aptitude with many years of experience to enable organizations around the globe to grow very noteworthy division techniques that drive mark methodology through to strategic execution.

1.3.3.6 FORECASTING

Understanding principal showcase drivers and their impact in forming item request is necessary to great business arranging and full usage of organization assets. ZS has created modified anticipating procedures to serve our customers. We blend our anticipating learning and involvement with the business aptitude of our customers to create cooperative outcomes.

1.3.3.7 MARKETING EXECUTION

With expanding access to new types of information and enhancements in innovation, the way associations market to their clients is improving –. Clients expect that when they are locked in, it's with significant, opportune messages offering answers for a prompt torment point or business challenge.

ZS's Marketing Execution arrangements enable associations to utilize examination to settle on real-time choices to convey the perfect client encounter—all while augmenting benefits.

1.3.3.8 MARKETING MIX

Deals and showcasing associations confront tenacious cost weights. ZS helps deals, showcasing and mark officials generously increment the arrival on their ventures and gives them certainty that they are settling on the ideal special spending choices.

1.3.3.9 MARKETING PERFORMANCE MEASUREMENT AND OPTIMIZATION

Exact and convenient input on showcasing program execution is basic to the continuous calibrating and course remedies important to amplify promoting results and degree of profitability. ZS has broad experience helping customers amplify the esteem acknowledged from their interests in promoting programs.

1.3.3.10 PIPELINE STRATEGY

Numerous life science organizations of all sizes battle to construct strong item portfolios – a stable of medications in different phases of improvement that later end up real business triumphs. ZS has an extensive arrangement of pipeline methodology counseling administrations – skill that will enable you to devise procedures for illness zones to focus on, the best business advancement and authorizing arrangements to make, item portfolio choices, improvement designs, and dispatch exercises that create request.

1.3.3.11 R&D EXCELLENCE

Effective life sciences R&D associations make more than logical development, yet in addition convey generous incentive to their clients, workers, and investors. ZS enables R&D customers to expand their incentive through more focused on advancement, diminished improvement costs and timetables, more important items, and expanded logical commitment.

1.3.3.12 VALUE PROPOSITION

A convincing incentive lies at the core of offers and promoting viability. Fitting business sector contributions to the particular needs and purchasing inclinations of clients, and successfully conveying and demonstrating the related advantages and worth, have turned into a focused basic in many markets. ZS enables customers to accomplish winning offers.⁴

1.4 DEPARTMENTS WORKED

At ZS, I worked with Emerging Trends team within Knowledge Management Team.

1.5 LEARNINGS FROM THE KNOWLEDGE MANAGEMENT TEAM

I got to learn following things at ZS:

- Role of Knowledge Management Associate
- Culture of the organization
- Making deck for clients
- ZS way of power point presentation
- Professional way of writing an email

- Exploring databases and doing secondary research
- Emerging trends of the pharmaceutical industry
- Mergers and acquisitions in the pharmaceutical industry
- Reimbursement Landscape of Healthcare in USA