

**Internship
at
ZS associates, Gurgaon**

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**Post Graduate Diploma in Hospital & Health Management
2012-2014**


**Institute of Health Management Research,
Jaipur
2014**

INTERNSHIP REPORT

CHAPTER 1: INTRODUCTION

1.1 HISTORY

ZS associates is a global leader in sales and marketing consulting, outsourcing, technology and software. It has been rooted in an academic partnership that began in the early 1970s. In **1973**, **Andy Zoltners** completed a PhD in integer programming algorithms at Carnegie Mellon University, devoting a chapter in his dissertation to sales territory alignment problems. Andy subsequently accepted a teaching position at the University of Massachusetts (UMass).

The following year, Andy crossed paths with PhD student **Prabha Sinha**, who was exploring the use of higher math in meal planning for the military. The two collaborated on the Multiple Choice Knapsack problem and co-wrote a paper on the topic. Eventually they realized that this line of thinking was highly applicable to the problems of sales force sizing and resource allocation.

Over the next several years, the pair worked with a number of companies, gaining practical experience applying modeling techniques to sales force problems.

In **1982**, Andy presented his and Prabha's mathematical models for sales force sizing and territory alignment to the Pharmaceutical Management Science Association (PMSA), using an early Apple computer to display sales territories on-site. Executives from many of the attending companies were stunned by the model's ability to quickly solve sales force sizing, sales resource allocation, and territory alignment issues and see solutions visually in real time, with one exclaiming, "I've been waiting my whole life for this!"

By **1983**, both Andy and Prabha were teaching at Northwestern's Kellogg School of Management. They lectured by day, and by night they worked on the many client projects that came their way. Already having consulted to eight companies, the two professors concluded that there was an opportunity to help many clients address critical sales force effectiveness issues, and so they incorporated ZS Group, Inc., on September 21, soon renamed ZS Associates, Inc.

1.2 INSIGHT

ZS Associates is one of the world's largest business services firms specializing in transforming sales and marketing from an art to a science. They help clients gain market share at lower cost. They do so by creating data-driven strategies that they can implement rapidly and by taking on sales and marketing operations to make them more competitive.

With 20 offices around the world, they have worked with more than 700 companies in 70 countries across consumer products, energy, high-tech, insurance, medical products and services, pharmaceuticals and other industries.

ZS focuses exclusively on the two areas that create customer demand: sales and marketing. As a result, their expertise in this domain is both broad and deep. They provide a vast range of

marketing- and sales-related services in the industry, from customer insight, product development, and sales and marketing strategies, to sales compensation planning and even plan administration, to name just a few. They offer clients the unique advantage of understanding what will work best for their company as a whole.

Thirty years ago, they helped pioneer the shift in commercial strategy from being determined largely by intuition to being driven by data. The fundamental approach remains the same today. As a result, they possess deep expertise in what makes for successful sales and marketing, and have built a global team of more than 2,000 highly trained professionals who are committed to this pursuit.

Since 1983, ZS has been working shoulder to shoulder with leaders at hundreds of the world's top corporations. Their clients typically are large and mid-sized companies whose success depends on the effectiveness of their sales and marketing. They help them gather and analyze data to create the best strategies; orchestrate sales and marketing activities to increase demand efficiently; and change quickly to become more competitive.

1.3 MISSION

ZS associates, a global leader in sales and marketing has a mission to

“Help companies accelerate business performance by providing consulting, capability building and outsourcing services that drive sales and marketing excellence.”

1.4 LIST OF SERVICES

ZS associates provide services in various sectors across different industries. There are four major service areas include:

1.41 CONSULTING: ZS's consulting services have helped hundreds of companies worldwide solve their most critical sales and marketing challenges. By bringing rigorous research and analysis, critical thinking, and thought leadership to decisions that are often otherwise based on intuition. They bring science to the art of demand generation.

1.42 OUTSOURCING: ZS associates break down processes to identify opportunities and challenges, using data, facts and rigorous analysis to drive our recommendations. The experts uniquely understand the interconnections in the entire sales and marketing system of each client. As a result, they develop solutions that improve their overall system, not just one piece of it, and not one piece at the expense of another.

1.43 TECHNOLOGY: ZS helps companies define and execute their technology strategy by designing, building and operating the business intelligence (BI), cloud, data management, dashboard and analytics capabilities that are at the core of sales and marketing operations.

1.44 SOFTWARE: To maximize the performance of the sales force ZS helps on sales planning, sales compensation, business intelligence and integration by giving their Javelin software solutions.

1.5 CLIENT INDUSTRIES: ZS offers cross-industry experience combined with deep expertise in sales and marketing strategy and operational issues. They have worked with clients in more than 70 countries around the world and across a vast array of industries.

1.5.1 Business Services

1.5.2 Financial services

1.5.3 Media

1.5.4 Private Equity

1.5.5 Consumer packaged goods

1.5.6 Industrial product and services

1.5.7 Medical products and services

1.5.8 Travel and transportation

1.5.9 Energy

1.5.10 High tech and telecommunications

1.5.11 Pharmaceutical and Biotech

1.6 GLOBAL LOCATIONS AND HEADQUARTERS

ZS Associates is one firm with multiple offices positioned to provide the highest quality and most attentive service to our clients. Each office can effectively serve local or regional clients while also contributing to project teams working around the world, assembling the optimal mix of capabilities, experience, geography, language and culture

TABLE 1: Global locations of ZS associates

AMERICA	EUROPE	ASIA
Boston	Barcelona	New Delhi
Chicago	Frankfurt	Pune
Evanston	London	Shanghai
Los Angeles	Milan	Tokyo
New York	Paris	
Philadelphia	Zurich	
Princeton		
San Diego		
San Francisco		
São Paulo		
Toronto		