

Q1 - 2022

**Digitalization.
For faster business value realization.**

A PRODUCTDOSSIER RETROSPECTIVE

As we look back upon the first quarter of **2022**, one thing is clear – digitalization is moving at a scorching pace. Organizations and business leaders don't want to be left behind. Business models are being redesigned keeping digital capabilities as the pivot. Our interactions with business leaders across professional services, new product development (pharma, engineering, etc.), and others reiterate a key aspect – the design strategy of **TouchBase** was envisioned with a lot of foresight!

We are grateful to our customers to have reposed their trust in **TouchBase** as well as the capabilities of the team.

Digitalization enabling key performance metrics

Many organizations are misled to believe that digitalization should be an enterprise goal. Digitalization is the first and a vital step towards value delivery and a catalyst to organizational goals and profitability. When we look at the professional services industry (pure play or embedded), digitalization must drive key performance metrics such as -

- **Speed of proposal creation**
- **Accuracy & integrity of proposal estimates**
- **Reduced DSO (Daily Sales Outstanding)**
- **Better and positive cash flow**
- **Lowered cost-to-serve**
- **Higher resource utilization**
- **Faster time-to-market**
- **Cross-functional collaboration**

At ProductDossier, we integrated performance metrics with digitalization
– **TouchBase is a product of that vision!**

The action at ProductDossier

Learning & Development

Knowledge management is the central piece of the modern enterprise management puzzle! The consistent growth, profitability, and competitiveness of business enterprises hinges on proactive and sustained knowledge management. At ProductDossier, we believe that employee learning & development could drive our market differentiator. Over the past quarter, we have conducted over 400 employee hours of knowledge sharing sessions by industry experts from diverse domains, internal experts on diverse functional areas such as project management, leadership, and technology.

ProductDossier Webinars

Thought leadership is viewed as a key influencer in today's business. As an organization, ProductDossier has accumulated vast collective industry and technology insights by keeping our ears to the ground. We strongly feel that we need to share relevant insights to a larger audience including our customers, business leaders, practitioners, and decision-makers. With this objective, we launched 'THE PRODUCTDOSSIER WEBINARS' in March 2022 and were pleased with the strong positive response that we received. The theme of the webinar was "Simplify. Digitize. Automate." hosted by Mr. Sandeep Kumar and Mr. Srikanth PV.

Celebrations

Life at ProductDossier is incomplete without celebrations and fun. The team at ProductDossier celebrated the birthdays of our employees with fun and frolic – and of course with cakes, chats, and camaraderie!

Welcome. New Customers.



Emami Limited is one of the leading and fastest growing personal and healthcare businesses in India, with an enviable portfolio of household brand names such as BoroPlus, Navratna, Fair and Handsome, Zandu Balm, Mentho Plus Balm, Fast Relief and Kesh King.



Established in 1989, Macleods is engaged in developing, manufacturing, and marketing a wide range of formulations across several major therapeutic areas including anti-infectives, cardiovascular, anti-diabetic, dermatology, and hormone treatment.



Experion Technologies is a 14+ year-old IT solutions & services company. In a short span of time, their products and custom applications have served over 300 customers across 32 countries. Their customers include some of the world's largest corporations as well as some of the fastest-growing early-stage companies.

Triggering Value.

TouchBase Implementation.



Digitization and Automation.

NPD launch projects for the emerging markets.

**Enhancing TouchBase every day
to enhance your digital transformation journey.**

Core Modules

- Opportunity Management
- Resource Management
- New Product Development
- Project Management
- Project Financials
- Document Management
- Project Procurement
- Timesheet & Leave Mgt.
- Collaboration
- Quality Management
- System Integrations
- Utilities

Q1-2022 Functional Enhancements

- Revenue Recognition Engine Enhancements
- Employee-wise Profitability
- Meeting Minutes via Email
- Dossier Enhancements

Finishing FY 2021-22 on a high!

The financial year 2021-22 saw much of the businesses returning to normalcy. While we still have a hybrid approach, we expect to be completely back at office very soon. The 'distance' did not impact our spirit, team bonding, and our zeal to deliver against odds.

I am glad to be leading a great team!

Our thanks go out to our customers, their end-users, and stakeholders for their continued trust in TouchBase and the team at ProductDossier!



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