



## At a Glance

### What they wanted to do

- Streamline their IT strategy to support business growth
- Improve internal communication and collaboration
- Enhance operational productivity and efficiency

### What they did

- Rolled out the full suite of Google Apps for Work across their entire business – from manufacturing plants to business operations

### What they accomplished

- Reduced IT and operating costs
- Improved collaboration and teamwork amongst employees
- Increased employee productivity
- Provided an environment for company-wide innovation

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*"We are very pleased with Google Apps for Work. There has been virtually no downtime in the last 3-4 years. Our IT team is happier now that they no longer need to do spam control and can invest their time in business critical technology."*

*—Meheriar Patel, CIO, USV*

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# USV keeps costs and operations healthy with Google

## Background

Founded more than 50 years ago, USV Limited (USV) is one of India's leading healthcare companies. With more than 4,000 employees, USV operates six offices and four plants in India that manufacture and market products to 75 countries. Its end-to-end pharmaceutical business spans everything from manufacturing to sales.

## Challenge

Growth and success in the highly competitive healthcare industry often depend on a company's ability to respond quickly to market demands. For USV, this means constant improvements to their internal collaboration, operational processes and R&D capabilities.

A few years ago, USV outgrew its IT system for communication and collaboration. Meheriar Patel, Chief Information Officer at USV Limited, explained, "The legacy client-server email system we had was not keeping up with our growth. Our IT team was spending all their time managing server problems, backing up email, and fixing storage and bandwidth issues. Our IT hardware and management costs were spiralling."

USV identified the need for a robust system that addresses these issues and also supports internal collaboration as well as mobile email access. Patel shared, "As a company, we were relying on outdated processes because we didn't have a way to collaborate or share documents easily."

"We knew we had to transform our IT approach to align with new and improved work processes. Our goal is for IT to be the central force underpinning USV's business," said Prashant Tewari, USV's Managing Director.

## Solution

USV considered both on-premise and cloud-based options for their new email and internal collaboration system. The solution had to be secure, cost-effective and simple to maintain. They worked with Google partner Searce and implemented Google Apps for Work.

Patel said, "Google Apps for Work stood out from all the solutions we evaluated. By having a fully integrated solution with capabilities for email, calendars, online collaboration and document sharing, we would be able to achieve our goals of simplifying our infrastructure, significantly reducing operating costs and improving end-user productivity."

The move to Google Apps for Work was smooth and hassle-free. USV deployed Google Apps for Work in all areas of business – from the manufacturing plants to office operations. With Google Apps for Work's intuitive and user-friendly interface, employees took to the new environment with minimal training.

## Results

The most significant improvement came from the high availability. Earlier downtimes were causing major frustrations among users and disrupting

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## About Google Apps for Work

Google Apps for Work is a cloud-based productivity suite that helps you and your team connect and get work done from anywhere on any device. Google Apps for Work includes Gmail, Google Calendar (shared calendaring), Google Drive (online content storage and sharing), and Google Docs, Sheets & Slides (document creation and collaboration).

For more information visit  
[www.google.com/work/apps](http://www.google.com/work/apps)

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operations. Google's 99.9% uptime guarantee meant peace of mind. "We are very pleased with Google Apps for Work. There was virtually no downtime over the last three to four years since we started using Google Apps for Work," Patel said.

Google Apps for Work enabled USV's internal IT team to free up a significant amount of time which they had previously needed for tedious IT administration tasks. Patel explained, "Our IT department no longer wastes time managing spam control and manually updating antivirus or anti-bot software across all our computers. They are much happier now that they are able to spend more time focusing on business-critical technology solutions that deliver value to users and the company's bottom line."

The IT system and helpdesk are now automated and highly secure. Besides two-factor authentication for added security, Google offers Apps Script, a scripting platform that they used to fully automate data capture – critical for a company operating in a regulated environment. "We need to log all IT actions – including support calls, escalations and resolutions – that affect our laboratories and this is readily available in the new system," said Patel.

Google Drive and Docs transform teamwork and promote collaboration for USV. Patel said, "One of the biggest wins with Google is enabling our employees to access and share email and documents easily and securely anytime, anywhere, using their laptops, tablets and smartphones. This is game changing, especially for our field sales teams."

In the past, USV's head office relied on conventional spreadsheets to report and monitor sales across branch and regional offices. The whole process took at least 10 days. By the time the sales reports were collated, much of the information would no longer be relevant. "With Google Apps for Work, we simply share the report template in Google Drive. Our salespeople and executives can now update, access and analyse sales information in real-time. With market insights at our fingertips, we are now able to respond quickly and accurately to customer demands."

Thanks to Google Apps for Work, USV is seeing a boost in operational excellence across the company. "We are leveraging Google Sites to develop internal forums, websites and programmes where employees share knowledge. We also created learning tools such as videos and slides on sales and presentation skills, which are uploaded onto Sites. These resources make learning easily accessible to all our employees," shared Patel.

Another useful tool is Google Hangouts. As Tewari says, "Google Hangouts brings our offices and branches closer together. The 'screenshare' feature means we can easily share information and discuss business decisions on-the-spot. It is also easy to use and its quality is superb. We can run planning sessions and board meetings on Hangouts for six to seven hours without any problem. From the business perspective, travel time and costs are now reduced significantly."

"Our first steps with Google Apps for Work have been immensely rewarding. We've gained efficiency in many areas of our operations but we are not standing still. We are continuing to push forward on several fronts with Google, from further process automation to establishing direct connections to our channels and customers. We expect these opportunities to deliver significant long-term benefits to USV," Tewari concluded.