CIO100 (The Bold 100 - 2008) award for R-eGen software

Reliance
Life Sciences

Source

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For a rainy Day

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Mr. Gopal Rangaraj was conferred with the CIO100 (The Bold 100 - 2008) award for R-eGen software on 6th Sep 2008.

About R-eGen
R-eGen is an integrated system that addresses the requirements of regenerative initiative of Reliance Life Sciences. It is designed to address business requirements of cord blood banking services of Reliance Life Sciences — Relicord. The solution consists of seven modules spanning from CRM initiatives such as enrollment, counseling, to customer ID for all future references.

R-eGen was envisioned to be integrated across multiple systems to provide a single window access for all transactional and reporting requirements across multiple systems for all stakeholders. The development entailed extensive collaboration between IT, business development, regenerative labs, SAP R/3 team, legal and finance teams, and the top management.

Due to this, the prospects enrolled per week went up from four to seven, while customer conversions rose from 2.8 to 5.6. Also, the responding time came down from a day to an hour.

CIO100 WINNERS

For a Rainy Day

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Due to this, the prospects enrolled per week went up from four to seven, while customer conversions rose from 2.8 to 5.6. Also, the responding time came down from a day to an hour. "R-eGen was created to address the teething lacunae in the existing solutions that partly addressed the requirements of cord blood logistics," says Gopal Rangaraj, VP-IT, Reliance Life Sciences.

Gopal Rangaraj | Reliance Life Sciences
Vice President-IT

SNAPSHOT

EMPLOYEES:

IT STAFF:

PROJECT:
R-eGen

COST:
Rs 20 lakh

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The certifying authority for both these awards is CIO Magazine in collaboration with IDG (International Data Group).