



VAMS®

Customer Solution Case Study



## Indian pharma R&D leader chooses new visitor management system for 24 locations

"I have recommended **VAMS®** to several other companies as it is one of the most advanced visitor management systems available in the market today."

Mr. Madhukar N. Pandey, General Manager and Head – Administration, Glenmark Pharmaceuticals Ltd.

Glenmark Pharmaceuticals Ltd., a research-driven, global, integrated pharmaceutical company, thoroughly evaluated **VAMS®** and chose to deploy it at their Mumbai corporate HQ in early 2014.

Since then, ten more locations have been added, including Glenmark's business-critical R&D centres.

**VAMS®** core process is built on two-factor authentication of visitors' identity, which has significantly strengthened Glenmark's visitor-related security processes.

Glenmark is now in the process of rolling out **VAMS®** to 13 additional locations.

Two-factor authentication, the foundation on which VAMS® is built, has significantly strengthened Glenmark's visitor-related security systems.

Glenmark Pharmaceuticals Ltd. was founded in Mumbai, India, in 1977 and is ranked among the top 80 pharma and biotech companies in the world by SCRIP 100 Rankings 2014, with FY15 consolidated revenue exceeding INR 6,600 crores (USD 1.03 bn). The company sells its products in 80 countries, employs over 10,400 people, and has 14 manufacturing facilities and six R&D centres located across four countries.

Glenmark is the leader in India and across emerging markets in the discovery of new molecules – both NCEs (New Chemical Entity) and NBEs (New Biological Entity) – with a pipeline of 3 NCEs and 4 NBEs in various stages of clinical development.

### Situation

In the mid-nineties, visitors to Glenmark would be asked to fill a small "visitor slip" at the reception desk, which would be sent to the host, who would then decide whether or not to meet the visitor. Over the next decade or so, it gradually evolved to include a visitors register and creation of appointments by email or telephone. These systems were useful for screening visitors and avoiding unwanted meetings, but they had very limited capabilities in ensuring compliance to security policies or enabling visitor traceability.

The absence of these and many other useful features started becoming more apparent. For example, it was difficult for Glenmark executives to keep track of all their visitors by name and face, especially infrequent and first-time visitors, thereby creating a potential risk of fraud by impersonation.

Describing the situation, Mr. Madhukar N. Pandey, General Manager and Head – Administration at Glenmark, says, "Back in 2011, I had implemented a system in my previous organization that allowed us to capture the visitor's photograph at the reception desk and send it to the host via email. I felt this was something we had always needed, as it improved security by allowing us to admit only known visitors."

### Solution

Mr. Pandey was keen to introduce the same system – called VAMS® – at Glenmark. He therefore asked Viraat Authentication Systems Pvt. Ltd. ("V-Authenticate"), the Mumbai-based company behind VAMS®, to make a presentation to Glenmark's Director (Corporate Affairs), who is in charge of implementation of new systems and initiatives. After an initial presentation by V-Authenticate, the Director gave her in-principle approval for VAMS® to be placed before the security committee for detailed analysis, review and evaluation.

The security committee at Glenmark is a cross-functional team of 6-7 people from various stakeholder departments, including HR, operations, administration, accounts, and IT. The V-Authenticate team gave a detailed technical and functional presentation to the committee, along with a live demonstration. The demo included the core feature of VAMS® – visitor authentication – which is done by sending a 4-digit secret code via SMS text message to the visitor's mobile phone.

Mr. Pandey says, "This feature was much appreciated by everyone. It is as secure as the 'one-time password' system employed by banks. Used in conjunction with the visitor's photograph, it gives us two-factor authentication of the visitor's identity."

After having met functional requirements, the VAMS® application was thoroughly tested by the IT team to ensure that it complied with corporate IT norms and for technical compatibility with existing systems. On successful completion of this due diligence, and finalization of commercial modalities thereafter, the first instance of VAMS® was rolled out at Glenmark's corporate headquarters building in Mumbai in early 2014.

Within a short time, once the system had stabilized, it was deployed at three more Glenmark locations in the Mumbai region – Mahape R&D centre, Taloja R&D centre and Bhiwandi warehouse.

Overall, people within Glenmark are very happy with VAMS® and its benefits, especially those in departments like procurement and sales who receive a large number of visitors.

As Mr. Pandey explains, "We chose to implement VAMS® at our Bhiwandi warehouse even though it didn't have a high visitor footfall. We have several casual labour workers there and for security reasons, it was important for us to authenticate their identity. But they neither had a PAN card nor an *Aadhar* card. So we thought the best way to authenticate them was to use VAMS®, since it needed only their mobile phones."

Another seven locations followed in quick succession, covering manufacturing plants, offices and warehouses, bringing the total number of Glenmark locations where VAMS® is deployed to eleven.

Glenmark's experience with V-Authenticate's installation team has been fully up to expectations. Mr. Pandey recalls, "There were a few instances when basic things like the webcam were not ready at our end and we had to ask the V-Authenticate team to come back after a few days. They have always been patient, so I can say there has been good mutual understanding and co-operation between our teams. Similarly, on the support front, I find that V-Authenticate engineers regularly and proactively call our front desk team to check that everything is working fine with VAMS®."

## Benefits

Two-factor authentication, the foundation on which VAMS® is built, has significantly strengthened Glenmark's visitor-related security systems. Additionally, it has provided Glenmark with the means to consolidate and simplify their security management processes by incorporating best-in-class usability features such as advance creation of appointments, real-time login and logout alerts to the host by email and SMS, customizable visitor passes, etc.

"The ability to see visitors' photographs as soon as they arrive at reception was widely welcomed by all users within Glenmark," says Mr. Pandey. "It creates a very positive first impression when the visitor is greeted by name, which is always good for business. Of

course, as the head of administration, I am equally happy that it enhances the overall security of our premises by admitting only genuine visitors."

Another key benefit has been realized at Glenmark's high-sensitivity locations. Glenmark is a research driven organization, with significant investments in R&D for new molecule discovery. Controlling access to R&D locations is a business-critical requirement for the company. Mr. Pandey elaborates, "At some areas in our R&D labs, even I don't have access despite being the head of administration. VAMS® adds to my security process in two ways. It not only blocks unwanted visitors, but equally important, it ensures that authorized visitors have followed safety procedures for preventing exposure to hazardous and controlled substances in these locations."

Like any new system, VAMS® faced some challenges when it was first deployed. For example, some customers or large distributors were unhappy about having to establish their identities at every visit despite having been regular visitors for several years. Another challenge was that the SMS with the access code could sometimes not be sent to the visitor's mobile phone for various reasons, such as poor mobile network coverage in some remote locations, or when a visitor was not carrying a mobile phone.

These challenges had to be addressed for full acceptance of the new system. "It was essentially a matter of time for people to get used to VAMS®," says Mr. Pandey. "Once we explained that the new system was for their own safety, people understood and accepted it very quickly. It has now become ingrained in our culture and that challenge does not exist today."

The second issue was partially mitigated at certain locations by installing network signal boosters wherever feasible. But, as Mr. Pandey explains, "Our own security processes in some of our manufacturing plants do not permit visitors to carry their mobile phones inside. In these locations, we invoke the

Controlling access to R&D locations is a business-critical requirement. "VAMS® adds to my security process by blocking unwanted visitors and ensuring that authorized visitors have followed safety procedures."

Mr. Madhukar N. Pandey, General Manager and Head – Administration, Glenmark Pharmaceuticals Ltd.

'bypass' feature built into VAMS®. As for visitors without mobile phones, these amount to just a handful of instances per month, so we use the bypass feature and manage with manual authentication by other means."

Overall, people within Glenmark are very happy with VAMS® and its benefits, especially those in departments like procurement and sales who receive a large number of visitors. It has made their daily routine smoother, more predictable and given them a sense of 'corporate pride' to have a state-of-the-art visitor security system in their company.

### Future Plans

In the immediate near term, Glenmark is planning to deploy VAMS® at thirteen more locations, mainly manufacturing plants. Work on preparing those sites is already under way and the first of these implementations will be kicked off very soon.

Integration of VAMS® with access control systems is one of the features Mr. Pandey would like to see in the medium-term, perhaps whenever the building facilities are upgraded. He believes this could be a great value addition by providing precise and granular control over allowing visitors into specific areas or only during specified times.

As for the long-term future, Mr. Pandey's vision is for the system to develop sufficient intelligence to render the presence of a security guard unnecessary! He concludes, "I believe VAMS® actually has that potential because of V-Authenticate's philosophy of continuous product improvement. I have recommended VAMS® to several other companies as it is one of the most advanced visitor management systems available in the market today."

© 2015 Viraat Authentication Systems Pvt. Ltd. All rights reserved. This case study is for informational purposes only.  
VIRAAT AUTHENTICATION SYSTEMS PVT. LTD.  
MAKES NO WARRANTIES, EXPRESS OR IMPLIED,  
IN THIS SUMMARY.  
Document published June 2015



**Additional Information**

For more information about Glenmark Pharmaceuticals Ltd., visit <http://www.glenmarkpharma.com/>

For more information about VAMS® and Viraat Authentication Systems Pvt. Ltd., visit [www.v-authenticate.com](http://www.v-authenticate.com) or follow the company on [LinkedIn](#)

