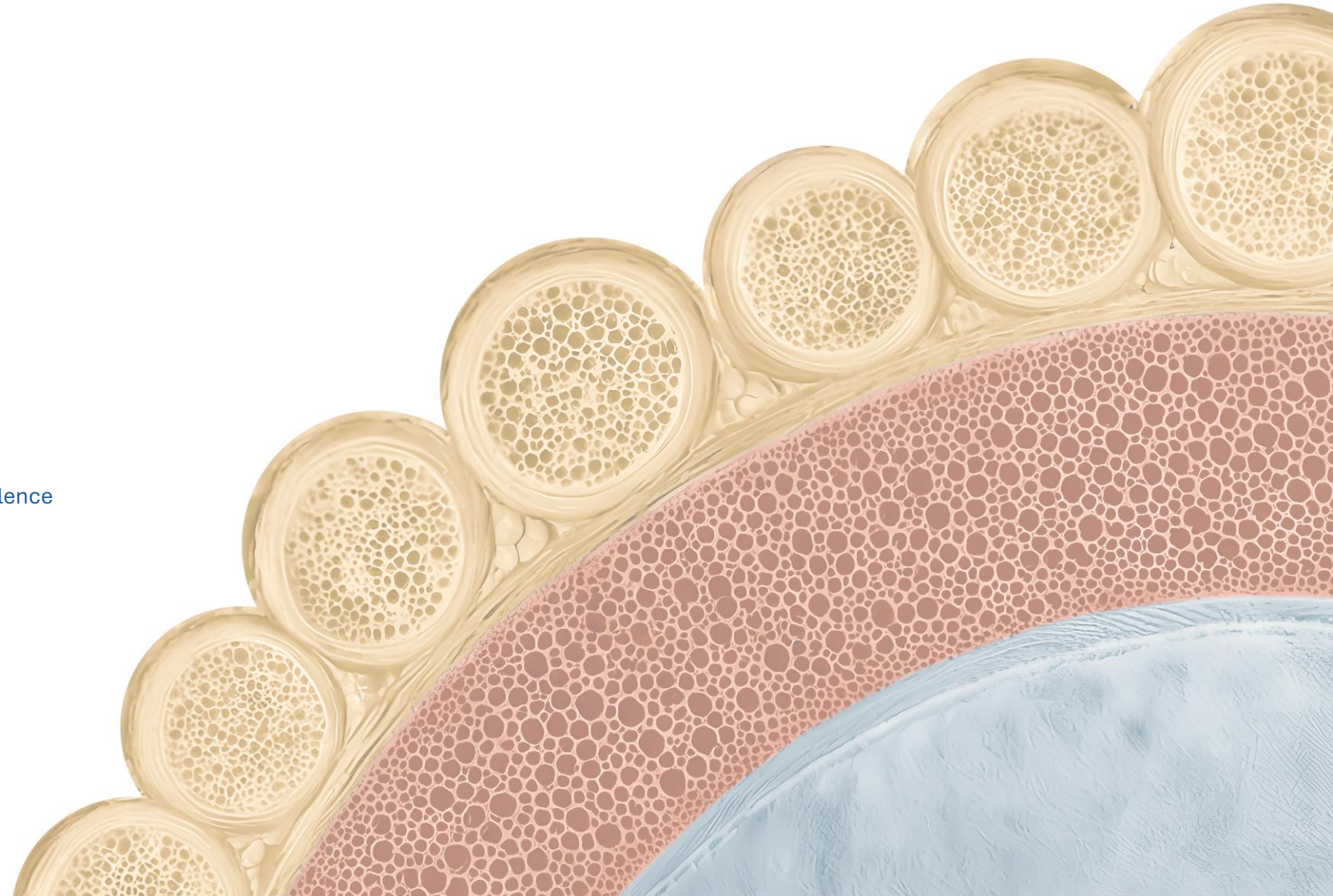
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Putting Science to Work

Digital VEGA

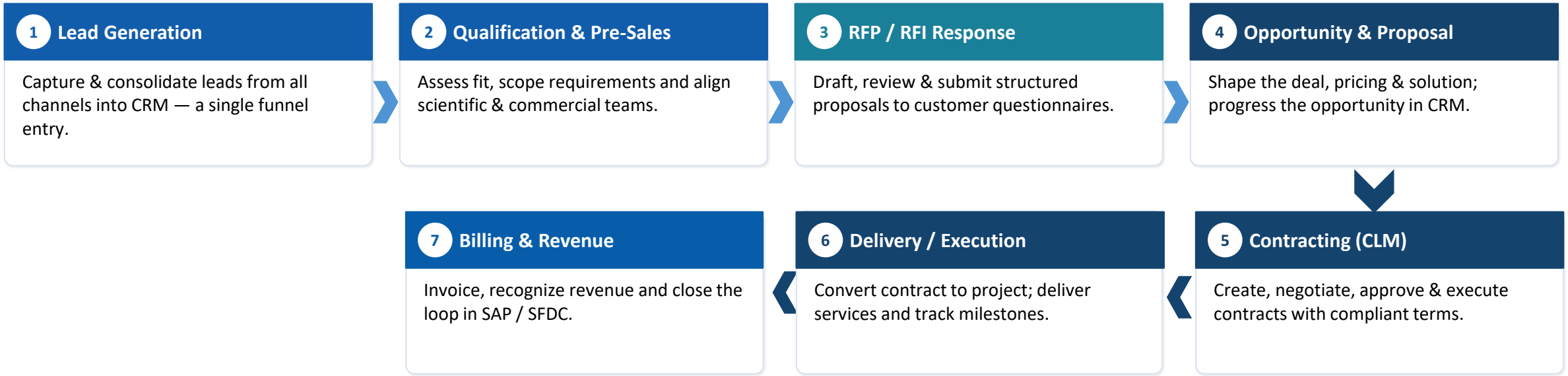
CRM Technology Solutions

Reimagining the lead-to-cash journey and proposal excellence through an intelligent, decision-driven digital ecosystem



Lead-to-Cash Workflow

The seven stages from customer lead to realized revenue



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Digital initiatives in the Lead-to-Cash Workflow

NUMBER OF DIGITAL INITIATIVES ACROSS CRM
10

These initiatives represent Syngene's CRM transformation journey, creating an AI-enabled, insight-driven commercial ecosystem that enhances customer acquisition, strengthens account management, improves sales productivity, and accelerates revenue growth.



Lead	Qualify	RFP / RFI	Proposal	Contract	Deliver	Bill
• AI powered sales assistant • Salesforce automation • AI analytics based white space identification • Pipeline based tracking • dVEGA	• AI powered sales assistant • dVEGA	• AI powered RFP/RFI tool • dVEGA	• AI powered RFP/RFI tool • dVEGA	• AI powered contract generation and management tool	• Workforce management and project management	• SAP-Salesforce invoice and accrual interface

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Implementation complete Implementation ongoing

Two Initiatives, One Customer-Centric Vision

Under Synovate, Syngene is building a digitally enabled, customer-centric commercial engine. Two flagship initiatives address the two halves of the customer journey — winning the work and delivering it end-to-end.

Digital VEGA (dVEGA)

Intelligent Lead-to-Cash Orchestration (CRM)

- A unified intelligence layer sitting across Salesforce, SAP, RFP platforms and CLM — without replacing them.
- Orchestrates the full lead → bid → contract → execution → billing journey.
- Delivers a single source of truth and real-time leadership visibility.
- Automates cross-system hand-offs, approvals and reduces revenue leakage.

AI powered RFP tool

AI-Powered Proposal & Knowledge Management

- An AI platform (GenAI, LLMs, NLP, RAG) that drafts structured, context-aware RFP / RFI responses.
- Grounds answers in approved, up-to-date enterprise knowledge to prevent hallucinations.
- Human-in-the-loop review ensures accuracy, compliance and strategic alignment.
- Turns proposal creation from manual & fragmented into a scalable, intelligent capability.

Common thread: intelligent digital layers that connect data, context and workflows — elevating decision quality without disrupting core systems.

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dVEGA — Strategic Context & Business Drivers

An expanding footprint sharply increased the complexity of commercial operations, with business users struggling across several disconnected enterprise platforms. dVEGA was conceived to orchestrate the entire lead-to-cash journey with speed, accuracy and insight.

Key Business Drivers

1. Single source of truth across the entire lead-to-cash process
2. Accelerate opportunity-to-contract & contract-to-delivery cycles
3. Scale operations without proportional increase in manpower
4. Improve governance, compliance & auditability of commercial ops
5. Real-time leadership visibility into performance & pipeline
6. Reduce revenue leakage from disconnected processes & systems
7. Faster, informed decisions via integrated business intelligence

Digital Transformation Vision

An intelligent digital layer that sits seamlessly across enterprise systems — connecting data, context and workflows to orchestrate the entire lead-to-cash journey. dVEGA transforms disconnected applications into a cohesive, decision-intelligent ecosystem.

Alignment to Syngene's Growth Strategy

Supports Syngene's ambition as a leading global innovation-led CRDMO by accelerating commercial velocity, providing a unified view of customer engagements, enabling faster turnaround & decisions, and standardizing processes across functions and geographies.

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dVEGA — Problem Statement

The end-to-end lead-to-cash process spanned multiple enterprise systems — SAP, Salesforce, RFP platforms and CLM — each operating in silos with limited contextual continuity across the revenue lifecycle.

Fragmented System Landscape

SAP	Salesforce	RFP Platform	CLM
ERP / Finance	CRM / Sales	Proposals	Contracts

Operating in silos — broken hand-offs and no contextual continuity

01 Fragmented information

Critical data scattered across systems — no continuity across the revenue lifecycle.

02 Manual hand-offs & rekeying

Duplicated data entry and reconciliations between systems increased effort and errors.

03 No unified opportunity view

Sales, pre-sales, legal, finance & delivery lacked a single view of an opportunity's progress.

04 Delayed decision-making

Visibility gaps slowed decisions from lead generation to contract execution & revenue.

05 Longer cycle times

Manual reconciliations stretched cycle times across the lead-to-cash flow.

06 Weak governance & forecasting

Errors and gaps made governance, forecasting and compliance difficult.

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Where dVEGA Fits in the L2C workflow — Orchestrating the Whole Journey

A non-invasive intelligence layer sitting above every L2C system

dVEGA — Intelligent Orchestration & Unified Data / Context Layer

Salesforce	CRM – Lead, opportunity, pipeline	dVEGA	Auto-syncs lead & opportunity context; no manual rekeying
RFP Platform	Bid / proposal management	dVEGA	Triggers proposal workflow & feeds bid data back to CRM
CLM	Contract lifecycle & approvals	dVEGA	Orchestrates contract hand-offs & approval routing
SAP	Delivery, billing & revenue	dVEGA	Links delivery & billing status back to one live view

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dVEGA — Innovation & Scale of Deployment

Delivery at a glance

3
Pricing calculators developed

13
Workflow automations: 8 new, 5 enhanced

186+
86 Screens enhanced, for currency; 100+ UI and workflows updated

1,400+
Test scenarios: 400+ regression, 1,000+ functional

195+
Business stakeholders engaged

Intelligent Workflow Orchestration

Joint opportunity management with seamless integration from RFX to PMO to Finance across all OUs with visibility

Unified Intelligence Layer

OU-wise features, currency conversion, export pricing sheets

Modular & Scalable Architecture

Built under Synovate for enterprise scale and rapid extension.

Secure API Integration

Connected to Salesforce, SAP, RFP systems and CLM via secure APIs.

Unified Data & Context Layer

Continuity across lead, bid, contract, execution and billing stages.

Enterprise Reach

Supports multiple business units, geographies and concurrent opportunities.

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dVEGA — Key Enhancements Delivered

Eight enhancements extend dVEGA across all operating units

OU-wise feature enhancements

Address edge cases and evolving user requirements

Joint opportunity management

Across all OUs, with summary page and dashboard

Currency conversion

Implemented across screens

Pricing sheet export

Share across functions

Seamless integration

Across RFX, Project Management and Finance

Training sessions

Multiple sessions across personas

Training videos and help documentation

Available for all OUs

Comprehensive testing

Ensures solution quality and reliability

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AI based RFP platform— Strategic Context & Vision

As Syngene expanded its global customer base and diversified across discovery, development, manufacturing and biologics, the volume and complexity of RFPs, RFIs and customer questionnaires increased significantly — demanding a new way to respond at scale.

▲ Business Driver

Rising RFP/RFI volume & complexity across a diversifying, global service portfolio.

⇄ Collaboration Challenge

Responses need scientific, commercial, legal, quality, regulatory & operational input.

◈ Knowledge Dispersion

Critical content scattered across repositories, documents and a few key SMEs.

◉ Digital Vision

A centralized, intelligent proposal ecosystem leveraging enterprise knowledge at scale.

From manual & document-driven → AI-enabled & knowledge-driven

Responsive RFP embeds AI into the proposal lifecycle, so teams focus on strategic content and customer engagement rather than repetitive drafting. It advances Syngene's vision of a digitally enabled, customer-centric organization where knowledge is readily accessible, reusable and continuously enriched.

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Responsive RFP — Problem Statement

Responding to RFPs is complex and high-effort involving multiple teams, large volumes of documentation, tight deadlines and strict compliance requirements — traditionally handled through manual search and heavy SME dependence.

01 **Manual, fragmented search**

Teams searched across disparate repositories, prior proposals and SME inputs.

02 **Long turnaround times**

Manual effort stretched response timelines against tightening deadlines.

03 **Inconsistent responses**

Answers varied in quality and messaging across proposals and teams.

04 **Heavy SME dependency**

Reliance on a few subject-matter experts created bottlenecks and key-person risk.

05 **Hard to scale excellence**

Rising RFP volumes could not be met without proportional effort and cost.

06 **Outdated / non-compliant reuse**

Risk of reusing stale content — impacting compliance, win rates and credibility.

Core challenge

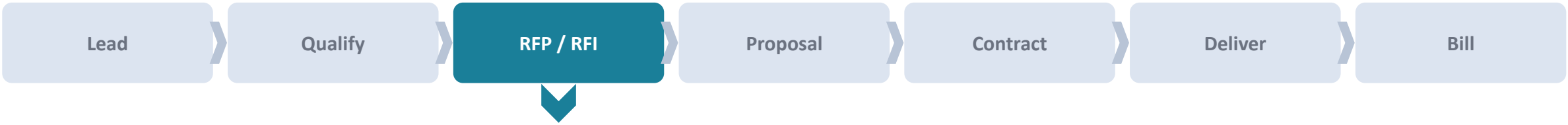
Scale proposal excellence — faster, consistent, compliant responses — without proportionally increasing effort, cost, or SME dependency.

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Where Responsive RFP Fits in the L2C workflow — The Bid Stage

AI-powered drafting inside the RFP / RFI response step of L2C



Responsive RFP sub-workflow (AI + human-in-the-loop)

1 Ingest RFP	2 Understand	3 Draft (RAG)	4 Human Review	5 Submit & Learn
Document intelligence extracts requirements & questions	NLP detects intent & maps questions to knowledge assets	GenAI drafts grounded answers from approved content	SMEs validate accuracy, compliance & strategy	Finalize response; ML improves future relevance

How the two initiatives connect

dVEGA orchestrates the end-to-end journey and triggers the bid stage; **Responsive RFP** executes that stage with AI. Completed proposals and status flow back through dVEGA into the CRM opportunity — keeping one unified, real-time view across the whole lead-to-cash lifecycle.

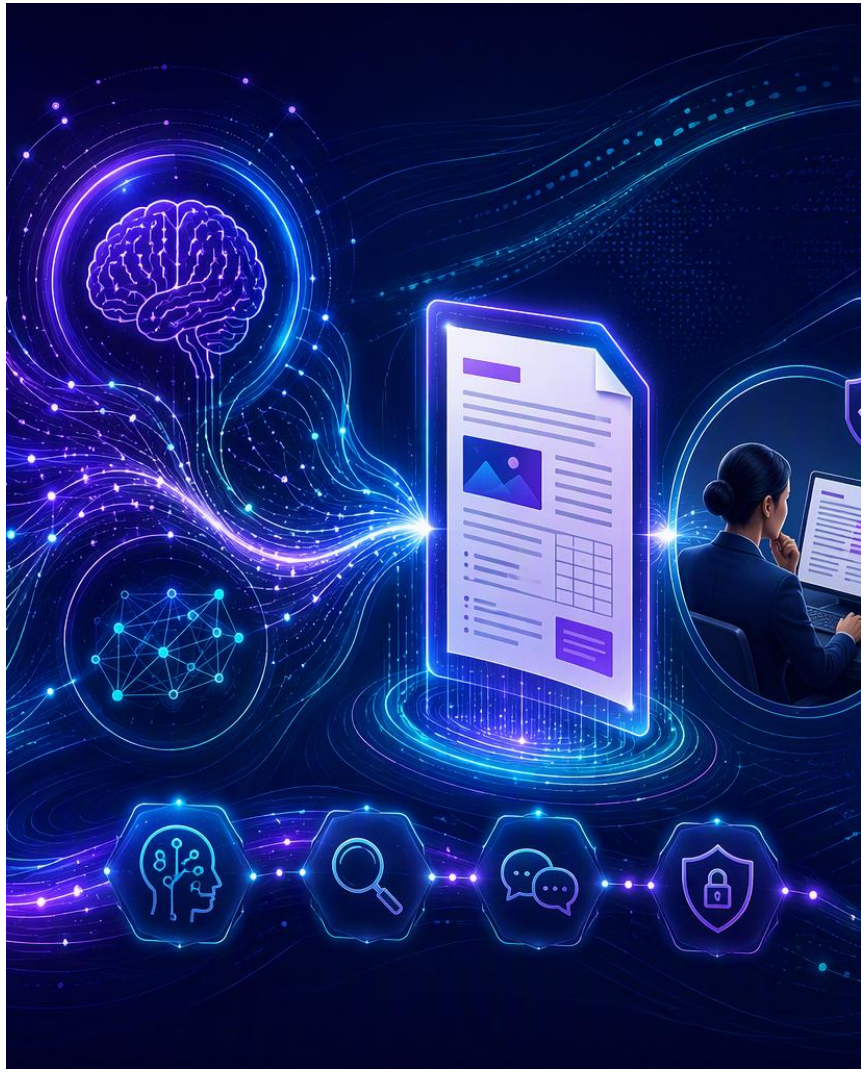
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Responsive RFP — The Innovation (AI Technology)

An AI platform that accelerates & standardizes RFP responses using language intelligence and enterprise knowledge grounding.

Generative AI & LLMs	Draft structured, context-aware responses at speed.
Natural Language Processing	Analyse RFP questions, detect intent & map to knowledge assets.
Retrieval-Augmented Generation	Ground answers in approved, up-to-date enterprise content.
Machine Learning	Continuous learning, similarity detection & relevance ranking.
Document Intelligence	Process large RFPs, extract requirements & organise workflows.
Human-in-the-Loop	AI drafts + human review for accuracy, compliance & strategy.



AI drafts, humans review — grounded in approved enterprise knowledge

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dVEGA and Responsive — Business Value

Measured and expected outcomes

25% Lead-to-cash cycle reduction from fewer hand-offs

30% Expected RFP prep-time reduction

What it enables

- **Reduced manual effort**
- **Faster opportunity processing**
- **Improved collaboration across teams**
- **Better visibility and governance**
- **Standardized pricing and workflow management**
- **Higher efficiency and business impact**

Net outcome

dVEGA converts a disconnected, manual lead-to-cash landscape into a cohesive, decision-intelligent ecosystem — faster commercial velocity, less leakage, and one trusted view for leadership across every geography and business unit.

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Responsive RFP — Scale of Deployment & Governance

Knowledge Integration

Integrated with internal knowledge repositories, prior proposals, policy docs & commercial templates.

Role-Based Workflows

Managers, contributors, reviewers & approvers work in structured, permissioned flows.

Governed Knowledge Base

Centralised RFP content into a single, searchable and governed knowledge base.

Human-in-the-Loop

Embedded validation to maintain quality and compliance before submission.

Audit readiness

Version control & audit trails for all response content

Governance

Strict data governance & access controls for sensitive commercial and client information

Responsible AI

Aligned with security, compliance & ethical AI standards

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