

How pharmaceutical marketer adopted PharmaNET  
in UK for accelerating growth and envision success.

## Client introduction

The client is the offshore marketing arm of large pharmaceutical manufacture and exporter, engaged in all the licensing related activities and pharmaceutical product trading in the regulatory markets of Asia-Pacific, Australia, Europe & America.

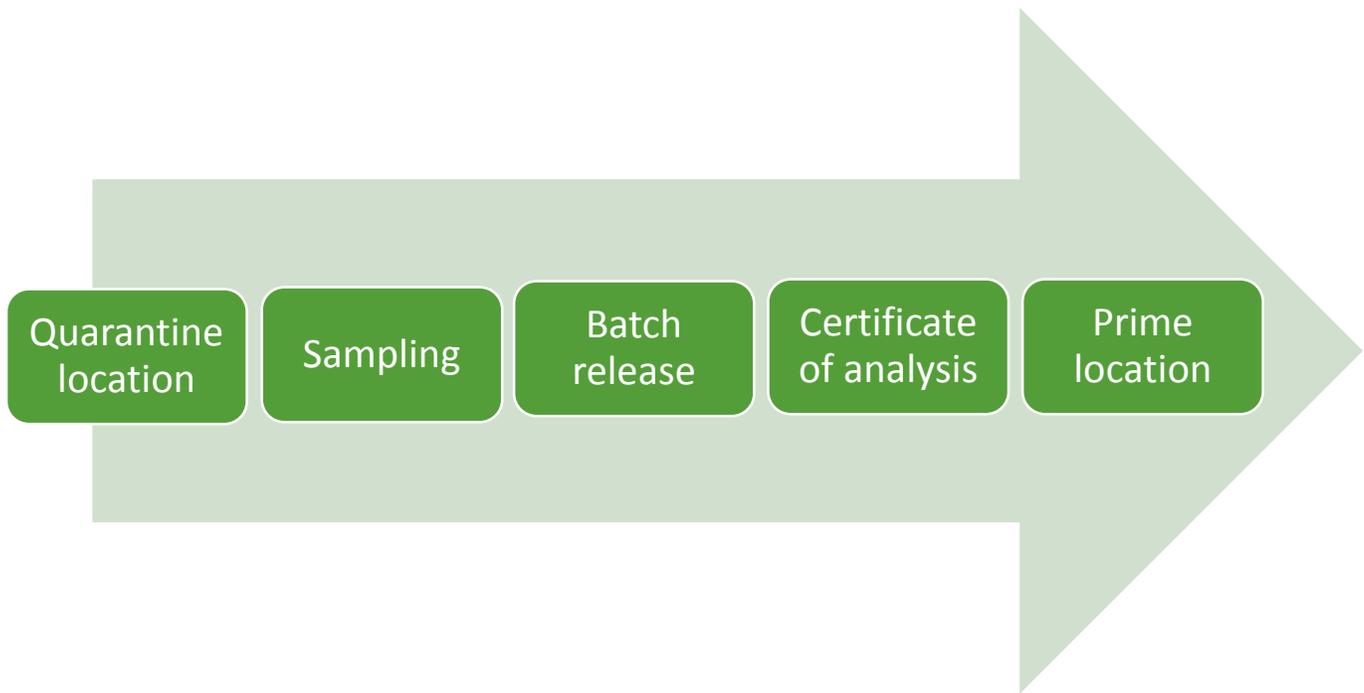
## Business challenges

It has ambitious expansion plans of establishing an extensive marketing and distribution network across the world. They realized that, their current legacy software system, and financial software will not suffice in the long run. They already had a lot of issues / concerns with their legacy system which was inadequate to support their complete business needs.

## Major concern areas

- Poor inventory control which leads to increase inventory overheads
- Legacy order management system which consumed lot of time and human efforts
- Inaccurate forecasting resulted into huge wastages
- Unable to trace the areas which need improvement
- Ineffective marketing strategies due to the unavailability of secondary sales data
- Inadequate access controls enabling unauthorized access to data

## Supply chain flow of UK



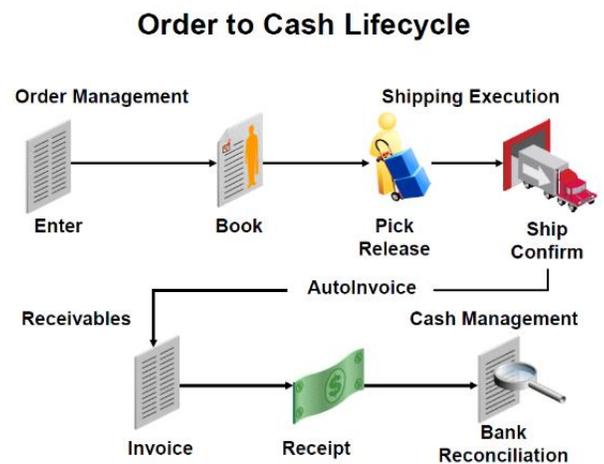
Let us help you to choose the best solution

### 1. Electronic order management system.

- Lower order to cash processing cost
- Improved cash flow
- Reduced stored paper data by electronic archiving
- Lower working capital requirements
- Better Customer servicing and reporting
- Reduce staffing need for order and process management

### Outcome

Ability to process 100 orders in 15 minutes .Inbound and outbound order processing through EDI saved estimated 6 hours a day, or \$ 30000 annually.



## 2. Warehouse management system

The deployment of PharmaNET helped them to manage a huge warehouse with a vast amount of pallets with hundreds of boxes each with dozens of small drug packs, several prices, several dates, and several locations and increased labor productivity and minimized errors with lot of other benefits:

- Share inventory information throughout the supply chain providing complete visibility to all users into all aspects
- Integrate security processes like barcode, RFID and other methods of tracking technology
- Validation to ensure that expired products never ship out by automatically placing the items on hold
- Functionality allowing it to define customer-specific rules for permitting or prohibiting lot mixing in storage locations

## 3. Demand Planning

- Reduction in wastages
- Just in time delivery
- Improved production efficiency.

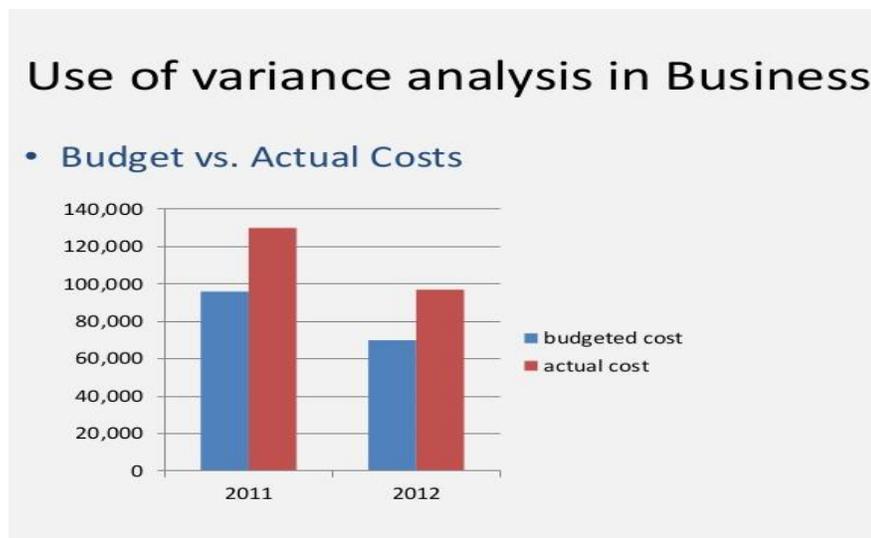


## Outcome

Estimated profit rose by 15.

## 4. Variance analysis

Variance between standard vs actual which helped the management to identify the possible reasons for variance and person responsible at different levels.



Out Come: Effective strategic decisions taken for improvement.

## 5. Sales management

- Better planning for revenue growth
- Identify training needs and implement relevant action
- Inefficient practices are eliminated
- Easy to access place
- Invoicing and quoting is more streamlined
- Customer details are stored in an easy to access place
- Invoicing and quoting is more streamlined

## Outcome

Estimated 25 % rise in Sales

## 6. Security management system

Audit trail is another integral part of our security management system. It is the process of keeping set of records which shows who has accessed a computer system and what operations he or she has been performed during a given period of time.

### Outcome

- Individual accountability
- Reconstruction of events
- Intrusion detection

For more details or *DEMO* please write to us at: [sarjen@sarjen.com](mailto:sarjen@sarjen.com)