



zensar



Delivering end-to-end
value with integrated
SAP solutions

 **Case study**



Overview

A growing presence

Established in 1950, our client develops, manufactures, and markets high-quality, proprietary, and off-patent pharmaceuticals for needs in the United States, Canada, Israel, and other countries.

A strong and growing presence in the U.S. accounts for more than 90% of the total revenue. It includes selling through key wholesalers and distributors, major retail pharmacies and food chains, mass merchandisers, integrated health organizations, and government plans such as the Veterans Affairs and state Medicaid formularies.



Challenges

Multiple channels, multiple problems

Dealing with a wide range of products and multiple sales channels is challenging. As the client's presence grew across geographies, it aimed to replace legacy systems to tackle challenges and support its strategy to create sustainable revenue streams, cost leadership, and balanced profitability and future investments.

Its presence in multiple locations demanded standardized business processes for optimized results. Hence, it looked to minimize the number of standalone applications and seamlessly interface with third-party systems.



Solution

The active ingredient for a robust IT infrastructure

We helped the client overcome challenges by seamlessly implementing the SAP enterprise resource planning (ERP) platform. Through the power of standardization and automation, the client was able to bring velocity to its growth.

The solution implemented included:


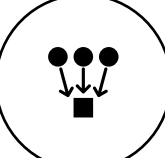

- Single intracompany ERP platform with comprehensive reporting to accelerate access to mission-critical data, expedite financial closing cycles, and support rapid analysis/resolution of issues
- Automation of intercompany transactions and processes
- Leveraging track and trace functionality to capture critical data flowing in real-time from SAP solutions
- Uniting global functionality with local capabilities such as support for tax codes and multiple languages
- Synchronizing purchase orders, inventory management, distribution, and other core processes



Impact

Efficacy and efficiency

Implementing our SAP ERP platform helped the client unify processes, harmonize transactions, and gain complete control across the value chain. As a result of the implementation, our client realized the following benefits:

-  Capture of more than 70% of the client's generic pharmaceuticals market share in the United States
-  Consolidation of three ERP systems into one while ensuring SAP best practices for the pharmaceutical industry
-  Complete control over manufacturing and quality management — from active ingredients to finished products





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For more information, please contact: info@zensar.com | www.zensar.com

