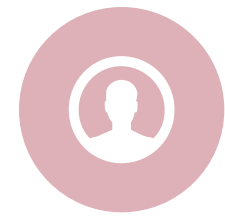


# Implementing SAP S/4HANA for a generic medicines marketer





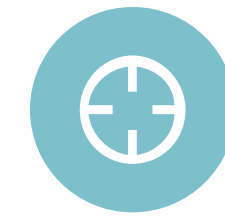
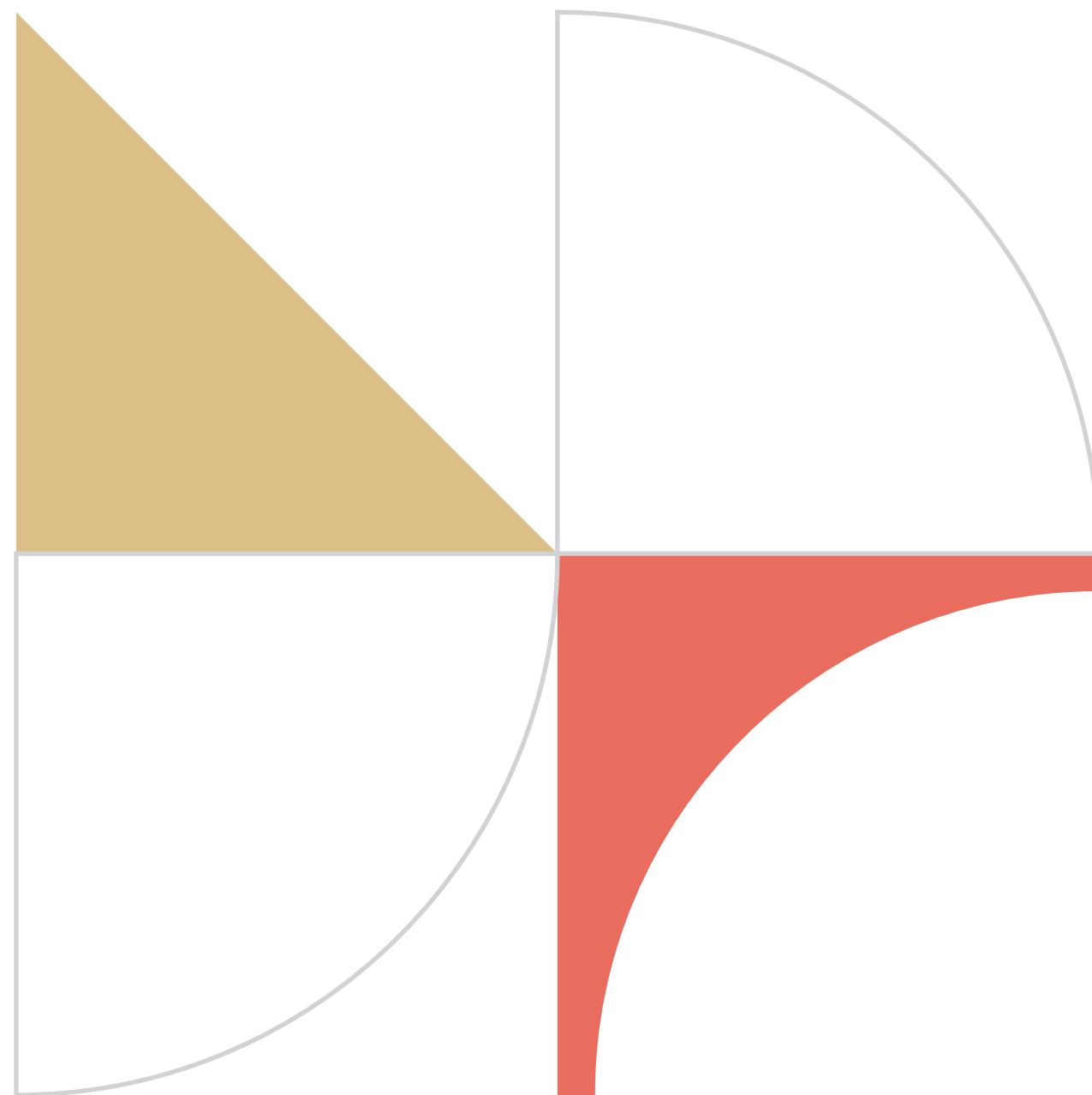
## Overview

The client's business model is about marketing high quality, affordable generic medicines that are trusted by patients and healthcare professionals. With a motto that emphasizes "health in the small details," they have state-of-the-art manufacturing facilities and R&D centers at par with international standards.

Organization Size: **9200**

Country: **USA**

Revenue: **\$381 Billion**



## Challenges and Goals

The client's business was impacted by gaps in their overall operational structure. Dependence on legacy systems resulted in lack of integration and regulatory compliance issues. The client needed a digital transformation solution across enterprise wide functions that also supported a robust and reliable reporting engine. Key challenges were:

- Lack of required integration, regulatory compliances and a robust, as well as a reliable reporting engine.
- Less visibility on inventory, sales and commissions across supply chain function.
- Relying on disparate legacy systems, the client lacked real time analytics capabilities that were necessary to generate intelligent insights.

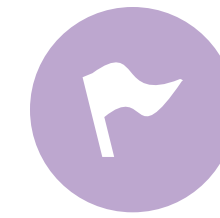




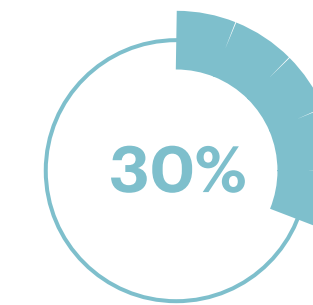
## Solutions

Our rich pharmaceutical and life sciences industry experience helped us plan, deploy and support the client including Zenlife, our proprietary solution that enables customized reporting capabilities. Our efforts focused on:

- Implementation of SAP S/4HANA in four months including modules across enterprise wide business functions. This served as a foundation for the future with new business process “blueprints”.
- Due to this implementation, the client now had centralized master data, inbound integration with 3PL Logistics, accelerated sales cycle with improved access to back-end systems, higher overall data quality and financial reporting capabilities.
- Providing productivity gains
- Better visibility into inventory levels across the entire supply chain



## Business Impact



Improvement in inventory turnover

- 75% faster financial close cycle in integrated SAP system with greater reliable data
- Improved agent productivity with service console, knowledge and articles
- Customer 360-degree view by integration with SAP systems



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SAP solutions instill best practices. For life sciences, the pharmaceuticals business, no one comes close to this deep level of functionality inherently addressing the majority of requirements.

- Senior Supply Chain Manager



# zensar

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