



TITLE

How one of the largest industrial conglomerate in India, dealing in the pharmaceuticals and cosmetics achieved excellence in its supply chain management with the help of PharmaNET.

Sarjen

Sarjen
systems Pvt. Ltd.
ISO 9001:2008 certified company

Client briefing

One of the largest industrial conglomerate in India, has made its mark in the pharmaceuticals and cosmetics business having a strong presence in India, Sri Lanka and Bangladesh. The group also has two R&D centers and collaboration with 15 multinational companies that gives it a distinction of having one of the largest numbers of foreign collaborations amongst leading business houses in India.

At a glance

- 25 Branch offices in India
- 18 production units
- 600 + active users
- 33K + Stock keeping units
- 50 + carried and forward agents
- 400 + Distributors

Business Challenges

- Multiple companies
- Multiple units of stock handling
- Dynamic pricing structure
- Comprehensive promotion and schemes
- Speed up for billing, collection, dispatches etc.
- Track retailers performance
- Sales monitoring reports
- Sales category penetration reports
- Target v/s Achievements
- Last year current year comparison reports

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Business solution

So our client deployed “pharmaNET” for automating the entire supply chain management to streamline distribution channel, effective demand forecasting based on historical sales, having optimum inventory in warehouse, fast and error free order booking, effective management and implementation of dynamic pricing structure and trade promotion activities and for getting business analytics helpful for top management for making operational and promotional strategies.

Distribution management

PharmaNET allowed our client to maintain detailed information on products, stocks, suppliers, retailers and streamline the process of purchase, order booking, invoicing, promotions, claims, damage returns and receivables.

Demand planning

Accurate demand planning drives efficient sourcing and production, as well as optimal inventory levels throughout the entire upstream and downstream supply chain.

PharmaNET enabled our client to quickly generate and track forecasts for multiple business needs—including sales, marketing, logistics and financials. This helped them to improve margins by keeping detailed product forecasts aligned with high-level business plans.

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Inventory management

PharmaNET supply chain management software comes with the inventory management module provided our client a real-time access to available inventory, inventory in transit, reorder quantities, and inventory cost that helped our client to efficiently manage their distribution process to improve customer satisfaction while maximizing profits. Advanced features such as multiple warehouses, lots, inventory sub items, expiration dates also ensure just in time delivery.

Order management

PharmaNET enabled our client to speed up order to cash cycle by protecting margins and profits by enabling buyers and suppliers to have a real time visibility of end to end order status, ability to accept any input and convert to any required format, confirmation of order status with customer, secure and role-based authentication process that enables each customer to specify access permissions for different users, place orders 24/7 which resulted into greater customer satisfaction.

Trade promotion management

PharmaNET supply chain management software further allowed our client to plan, create and implement various promotional schemes to the entire downstream supply chain partners, track its effectiveness and improved it further. PharmaNET was competent enough to manage comprehensive trade promotional schemes based on:

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- Quantity, amount, weight and window display
- Flexible payouts, Flat amounts, Discount %, Free products, Quantum purchase schemes
- Track and review promotion effectiveness
- Flexibility to alter ongoing promotions to align with market response
- Run promotions for specific customers based on specific attributes

Master data management

Created and maintained uniform master data like product catalogues, price lists, sales and geographical hierarchies for reporting purpose, route management and streamlined processes across the entire downstream supply chain with the help of PharmaNET.

Return on investment

- Improved win-win situation with distributors by improving their ROI
- Continued double digit in earnings and revenue
- Reduced stock out
- Reduced excess inventory at distributors
- Unified distribution process enabled for future changes alignment and complete compliance
- Efficient supply chain management ensure Just in time delivery which leads into greater customer satisfaction
- Improved sales forecast, budgeting and trade collaboration
- Achieved alignment of target v/s actual bottom-line

For more details or *DEMO* please write to us at: sarjen@sarjen.com

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