



## Client Profile

Our client is one of the fastest growing generic pharmaceutical company, having presence in America, Europe, Australia, South Africa, Asia Pacific and MENA. Right now marketing of more than 130 products worldwide and this portfolio will enhance in coming years considering its many products are already in pipeline awaiting for the marketing approval from health & regulatory authorities.

## Business Situation

Having a pervasive sales, marketing and distribution network across the world and a portfolio of more than 130 products, it was the cumbersome task to achieve demand-supply optimization. In this horrendous competitive business world your success depends on three things just in time (JIT) delivery, just in time delivery and just in time delivery. To achieve JIT, effective demand planning is very important and this is the area where our client was struggling. Imagine marketing of multiple products, sizes, expiry dates, classifications, countries, plants manually hence encountered many complexities like:

## Business complexities

- Decentralized different datasets in different silos
- Lack of reliability, transparency and control
- Huge time, cost and effort required
- Assumption based forecasting
- Overstocking and stock outs
- Unable to meet the deadlines
- Increased gap between demand and supply
- Higher production cost

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- Inefficient logistics
- FDA crack up on expired drugs
- Inability to make quick decisions in response to market changes

## Solution overview

Our expert team analyzed the whole scenario and developed an easy to use solution called demand planning system. This demand planning system empower every country manager to do demand planning by providing every relevant information like historic sales, product classification, available stock, order placed, order in transit and lead time .The best feature of this demand planning system is its ability to integrate with any third party system., like secondary sales information system, warehouse management system, production planning system, accounting and ERP. This ensures smooth and quick flow of information within all relevant departments to achieve just in time delivery.

## Benefits derived

- Centralized system brings standardization
- Enhance visibility, transparency and control
- Reduce time, cost and efforts
- Forecast accuracy increased
- Reduced supply chain and production cost
- Effective inventory optimization
- Better alignment between departmental objectives and organizational goal
- Enhanced capacity utilization of production facilities and logistic assets
- Better utilization of working capital
- Mitigate compliance issues
- Ability to take quick changes to respond sudden market changes

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