



# SAP Innovation Awards 2019 Entry Pitch Deck

Delivering Medicine, Transforming Lives- Faster with S/4 HANA  
Aristopharma Limited



This year we are introducing the ability to provide us with a short video (no more than 3 minutes), that describes the challenges your project addresses and any notable benefits.

To provide a video:

- Create your video
- Post to [YouTube](#), [Vimeo](#) or other publicly accessible site
- Paste video link in above

**IMPORTANT:** If you include a video in your Pitch Deck, you must comply with data privacy, and in particular [GDPR](#). This requires that you have written consent from anyone whose personal data is included in the video.

# Delivering Medicine, Transforming Lives...Faster with HANA

## Aristopharma Limited



*We have been able to reach our existing and new customers with our products faster after S4 HANA Implementation. We are now able to view Sales in Real Time, this has empowered us in dynamic decision making - for evaluating Field Force Performance, Pricing and Production Planning.*

**Mr. Ahmed Imtiaz Hasan**

**Director Business Development,  
Aristopharma Ltd.**

Existing IT system was disintegrated and not scalable enough to support the aggressive growth plan of the organization. Moreover, reconciliation of Finance and Sales at the month end was a laborious job involving lot of resources and time.

S4 HANA 1709 SP01 with Simple Finance, Simple Logistics, Production , Planning , Quality Management, Plant Maintenance along with HR and payroll were implemented across all the geographical locations in Bangladesh in a phased manner.

After the Project completion - Planning , Production and Sales are now integrated allowing a seamless flow of information. Management can now view the Month-End Financial reporting within 6 days in comparison to earlier 17-18 days.

**Increased transactions  
throughput by 20%**

**Reduction in Month end  
Processing time by 30%**

**Integrated System with Real  
time Insight**



## Partner Information

### PwC India

PwC India played the role of the Implementation Partner. Apart from the technical expertise, they brought into table their vast thought leadership in Pharma and Healthcare sector.



*PwC India's phased Implementation Methodology helped us overcome the Organizational Change Management barriers better. We could cut short at least 1 month of overall Project Time and Cost, from their Pharmaceutical Industry Business Process knowledge and ready to use Country specific Best Practices.*

**Mr. Tareq Hasan**

**Group IT Head and SAP Project Head, Aristopharma Ltd.**



## Business Challenge & Objectives

Being one of the leading pharmaceuticals company in Bangladesh, our primary challenge was to enable our drugs reach the millions of patients through thousands of retail shops in the shortest possible time every day, 365 days a year.

- Our legacy system was not scalable enough to meet this ever increasing demand and yet deliver real time insights to Marketing ,Distribution and Finance.
- It would take days to accurately calculate the Sales Incentive amount to be given to the Field forces – The lifelines of this business model , from the legacy system by analyzing the huge sales data every month, thus creating dissatisfaction and higher attrition.

Decided to implement the latest SAP Business Suite to fulfill the following objectives-

- To Implement a robust ,scalable, GMP complied IT solution platform to align with management's ambitious 30% YoY growth Strategy and put it within the top 3 industry players.
- To reduce invoicing time up to 20%.
- To provide Management a real time Finance reconciled Sales figure on the go.
- To calculate Sales Incentive data after month end by analyzing the sales data faster.



## Project / Use Case Details

Aristopharma Ltd. Is a leading Pharmaceuticals manufacturers in Bangladesh. Like its competitors, The organization directly delivers their medicines to thousands of Retail Shops every day across the country. The challenge was to build a robust IT solution which can consistently handle more than 15K orders every day in shortest possible time. The long term vision of the Management is to bring Aristopharma among the top 3 players in the country within an year from its current top 10 position.

- ❑ SAP S4 HANA 1709 SP01 was chosen to be implemented as the platform in 2 manufacturing plants and around 30 warehouses across the country. Considering the critical nature of the business, the implementation was planned in a phased manner – In 1<sup>st</sup> phase the Supply Chain, Finance, Manufacturing and Quality Compliance were brought in SAP. The Phase started on Nov 2017 and successfully gone live in Aug 2018.
- ❑ In the 2<sup>nd</sup> phase, Sales from the Warehouses were brought in SAP across Bangladesh which gone live in Dec 2018. Digital Access was employed to seamlessly integrate real time mobile ordering by the Field forces. To reduce the transaction processing time a simplified user friendly set of screens were build on top of the S4 HANA Order to Cash functionality.
- ❑ 1<sup>st</sup> phase of the project instantly brought value to the business by bringing up all the erstwhile hidden activity costs in manufacturing a batch right in front of the Controlling Department. This helped them correct the loopholes in the manufacturing process in optimizing a batch cost.
- ❑ In the 2<sup>nd</sup> phase, the computing power of HANA was utilized to calculate Finance reconciled Sales figures in real time and generate Sales Incentive data on the fly. This enabled the Sales Department to revise their sales forecast by more than 30% immediately after Go-live.





# Benefits and Outcomes

## Business / Social

**Integrated System with Real time Insight:** Single IT System across Finance, Sales, Supply Chain , and Manufacturing brought seamless flow of information and faster decision making.

**Increase in Efficiency:** Real time Mobile Order Integration with SAP and simplified user screens increased transactions throughput by **20%**.

**Reach the patients quicker:** Due to reduction in transaction processing time, medicines can now be delivered to the retail shops in lesser time - in some routes even **twice or thrice** a day.

## IT

**Less System Maintenance:** A dedicated IT team had to be employed every month to painstakingly analyze monthly sales data and generate reports, calculate incentives for the field force.

New S4 HANA powered system made these activities redundant as these information can now be obtained at one click directly by the authorized business users.

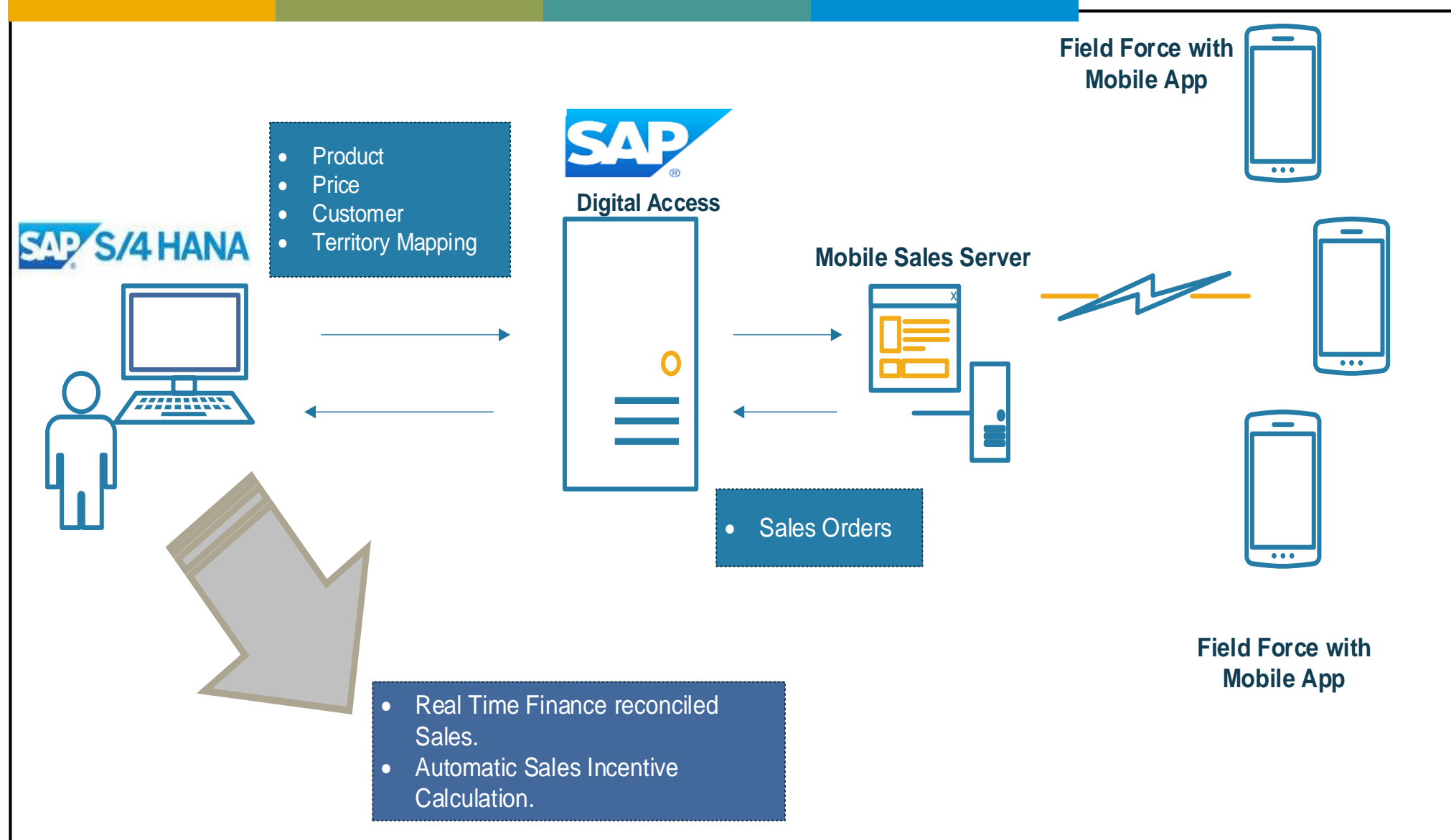
## Human Empowerment

**Reduction in Month end Processing time:** HANA Powered reports helped in reducing month-end closing time from average 18 days to 6 days i.e. a **30 %**. Reduction, empowering employees by positively impacting their efficiency.

**More Information to the Field Force:** The field forces no longer need to visit the head office or warehouses every day to get information about his target vs achievement till date. These information are now automatically e-mailed to them every night from SAP, so that they can focus on their Doctor visits.



# Architecture







# Deployment

Date of Deployment or POC: 1<sup>st</sup> December 2018

Number of live users: 385

SAP Technologies Used:	
Product	Deployment Status
SAP S4 HANA	Live
SAP Digital Access	Live

Server Processor: IBM Power Systems

Linux Distribution: SUSE Linux



## Emerging Technologies and Use Cases

The following Emerging Technologies and use-cases are part of the project and describe the contribution

	Technology or Use Case	Yes/No	Contribution to Project
1.	Machine Learning / Artificial Intelligence	No	
2.	IoT	No	
3.	3D printing	No	
4.	Blockchain	No	
5.	API Economy / Integrate the Intelligent Enterprise	No	
6.	Cloud Native / Event Based Architectures	No	
7.	Extending the digital core with SAP CP / ABAP in SAP CP	No	
8.	SAP Leonardo Application ( extending SAP application, using Industry Innovation Kits or result of Design Thinking workshop)	No	