



Grupo Farmacéutico Tijuana  
S.A. de C.V. (GFT)  
Tijuana, México  
www.gft.com.mx

### Industry:

Retail

### Annual Revenue:

US\$90 million

### Employees:

300

### Oracle Products and Services:

Oracle E-Business Suite  
On Demand  
Oracle Financials  
Oracle Order Management  
Oracle Advanced Pricing  
Oracle Purchasing  
Oracle Supply Chain Planning  
Oracle Shipping Execution

### Implementor:

Oracle Consulting

**“Having our firm’s processes aligned with worldwide best practices, based on Oracle technology, has allowed us to stand out in the generic medicine market.”** – Iván Sánchez, Technology Manager, Grupo Farmacéutico Tijuana S.A. de C.V. (GFT)

## Grupo Farmacéutico Tijuana Increases Revenue with New IT Infrastructure

Grupo Farmacéutico Tijuana S.A. de C.V. (GFT) was founded in 1985 with a primary focus on the distribution of generic and specialty medicines. The group has a presence in various areas of the country and is currently the leader in the distribution of generic medicines in Mexico.

### Challenges

- Establish a reliable, stable, and scalable IT infrastructure to support the firm’s vertical growth
- Integrate business processes to achieve total visibility of financial information
- Eliminate manual processes to improve client service time and offer accurate reports to providers

### Solution

- Established scalable, flexible, and secure IT infrastructure, supporting the firm’s 25% annual growth
- Integrated business processes with Oracle E-Business Suite On Demand—ensuring total visibility and reliability of financial information, and improving decision making
- Accelerated the delivery and distribution of medicines to 7,000 clients with Oracle Order Management, eliminating human error in sales orders by 99%
- Implemented Oracle General Ledger to eliminate manual processes, generate accurate financial reports, and avoid the reprocessing and loss of critical information
- Expanded their generic medicine offerings by 10% with Oracle Advanced Pricing—achieving excellent synergy with the company’s 10 principal providers
- Optimized inventory control for medicines and their expiration dates via Oracle Inventory Optimization
- Improved client service response times by offering automatic account statements online and in real time
- Increased orders by 25% and yearly revenues by US\$15 million with Oracle Order Management
- Simplified the company’s IT infrastructure and reduced IT maintenance costs with On Demand