



Heel España

Laboratorios Heel España, S.A.U.
Madrid, Spain
www.heel.es

Industry:

Life Sciences

Employees:

86

Oracle Products & Services:

JD Edwards World
Financial Management
Distribution Management
Manufacturing Management

Oracle Partner:

KPMG
www.kpmg.es

“With JD Edwards, we are now able to manage all areas of our business in a single system, helping us to be more competitive in our sector.”

– Óscar Generoso, Information Technology Director, Laboratorios Heel España, S.A.U.

Laboratorios Heel España, S.A.U. Automates Business Processes and Improves Access to Information

Laboratorios Heel España, S.A.U. is the Spanish division of the Heel Group, a Germany-based pharmaceutical company that exports homeopathic medicines to more than 60 countries. The only pharmaceutical company offering antihomotoxic medications, the Heel Group is the leading manufacturer of homeopathic combination preparations, and the top producer of injectable homeopathic medications. Heel España manufactures and distributes more than a million units per year of more than 600 medications.

Challenges

- Integrate and automate production, distribution, sales, and financial control processes
- Standardize technology applications across the Group as well as all business areas
- Take advantage of the Group’s technological and business know-how to create worldwide helpdesk centers and to automate reporting and consolidation tasks
- Minimize production costs
- Improve cost-effectiveness of production and sales operations

Solution

- Facilitated decision making through the consolidation of operational information
- Enabled online stock-level monitoring to facilitate cyclical stock assessments for auditing purposes
- Provided fast and accurate purchase forecasting, 18 months in advance, through cost-effective inventory management
- Improved control and enabled analysis of expenditures in the supply chain
- Standardized direct, indirect, and marketing costs to improve the cost effectiveness of production and sales operations
- Automated order preparation and invoicing processes, saving time and increasing productivity
- Streamlined processes across the company—from receiving orders to dispatching products