



Missionpharma
Copenhagen, Denmark
www.missionpharma.com

Industry:

Life Sciences

Annual Revenue:

US\$96 million

Employees:

160

Oracle Products & Services:

Oracle Portal

Oracle Partner:

scott/tiger
GROUP

Scott/Tiger Group
www.scott-tiger.dk

“With Oracle Portal we give customers the opportunity to constantly track the status of their goods and determine when they can be expected to arrive at their destination. At the same time, customers have online access to documentation relating to their orders.”

– Jørgen Laursen, Chief Information Officer, Missionpharma

Missionpharma Streamlines Documentation Procedures and Ensures Customer Satisfaction

Missionpharma supplies generic medicine and hospital equipment to more than 75 countries throughout the world. The company purchases its products from a series of different producers—primarily in India, China, and Europe—and forwards products to countries in great need of inexpensive medicine, such as Africa. Missionpharma provides customers with a variety of services, which helps to strengthen its customers’ existing purchasing and distribution systems.

Challenges

- Support the increasing demand for high-quality products and supply
- Allow the organization to more effectively track goods through the supply chain and estimate their time of arrival
- Streamline processes for order management documentation
- Adopt an IT solution with the ability to work with small bandwidth

Solution

- Worked with Oracle Partner Scott/Tiger Group to implement Oracle Portal to provide customers with a constant view of the location of their goods via the track and trace functionality
- Provided an overview of documents relating to individual orders, including certificates of analysis and transport documents
- Obtained rapid access to order status via a special customer portal with optimum performance, designed for small bandwidth
- Enabled employees to easily maintain and update the portal
- Automated the issuance of PDF files, which simplified procedures associated with compiling follow-up papers and documentation
- Created opportunity for data exchange with external cooperation partners, which simplified the company’s data updating processes
- Improved customer retention by providing the ability to trace goods and simplify document ordering