

The Customer

- Pharmaceutical marketing and distribution company with 20 years of experience.
- Headquartered in Costa Rica, with 14 laboratories.
- Markets pharmaceuticals domestically in Central and South America.
- Considered by pharmacies to be unsurpassed as a distributor of medications.
- Markets nearly 2,500 products to approximately 500 customers in the private sector and adherents to the Costa Rican Social Security system.

JD Edwards EnterpriseOne solutions:

- Financial Management
- Distribution
- Human Resources

Database/environment

- Sun
- Oracle

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Mauricio Román

Director of Administration and Finance

Grupo Farmanova Intermed

Grupo Farmanova Intermed Increases Sales and Improves Processes with Collaborative Enterprise Solution**Business Driver: Customer Satisfaction at Home and Abroad**

In the late 1990s, Grupo Farmanova Intermed identified a need for software that would keep up with the company's projected growth. Its goal was unified management of product logistics in a single country. Grupo Farmanova Intermed decided to implement Oracle's JD Edwards EnterpriseOne Financial Management, Distribution, and Human Resources. The process has been extremely enriching for the company, contributing to operational growth and a more fulfilling corporate culture.

Business Drivers

- Better informed decision making.
- Lower costs.
- Improved profitability.

Results: On the Threshold of New Business and a Larger Portfolio

With the JD Edwards EnterpriseOne applications, Grupo Farmanova Intermed has enhanced its capabilities for handling, distributing, and marketing pharmaceuticals. Managing information about Grupo Farmanova Intermed's customers and products is crucial to maintaining and creating new, mutually beneficial business relationships. A better understanding of its customers, current and reliable information, a transparent relationship with the firms it represents, and the stability of its data are some of the benefits the company has attained, thanks to the JD Edwards EnterpriseOne software.

"A return on investment entails a series of internal changes to promote good practices for industry processes and controls," says Mauricio Román, director of Administration and Finance. "After two years of learning and obtaining an overall familiarity with the JD Edwards EnterpriseOne solutions, the investment we made to implement them has more than paid off."

"Our operations and underlying culture have undergone a substantial change, which is highly favorable in the mid and long term. The virtues and benefits we have seen with these applications have contributed to the growth of our company, which is rated number one in quality of service, with a 95 percent market share," Román says.

Results

- Better management of customer data.
- Integration and stability of information.
- Confidence among internal and external users.

- Logistical coordination of inventory.
- Scientific information management.

How Grupo Farmanova Intermed Got There: A Search for State-of-the-Art Technology

Two years of training, the effort of a 15-member team, and technical support in tune with the company's needs were the keys to success. Grupo Farmanova Intermed now has state-of-the-art technology capable of keeping pace with the company's projected growth.

The software previously used for operating and administrative processes simply couldn't meet the new needs of a rapidly growing company. Grupo Farmanova Intermed evaluated its options and found JD Edwards EnterpriseOne to be the best product available on the market, according to Román.

When the quality of the products, services, and consulting was weighed, the JD Edwards option scored the highest. The company's international prestige also contributed added value for Grupo Farmanova Intermed, as it increased confidence in a project backed by a highly competitive business partner.

Grupo Farmanova Intermed's choice of JD Edwards not only provided the company with software and local support for implementation, but also a business synergy was generated, where both parties gained an increased understanding of the tools.

"Two years into this process, we can state that the investment in updating our technology involves more than simply migrating from one software to another. Improvements must also be implemented in the technical equipment and with the personnel in order to maximize the system's benefits," says Román.

The Future: Increase Capabilities and Performance

Considering the nature of Grupo Farmanova Intermed's business, a versatile product that meets the needs at the points of sale could increase the company's capabilities and performance. Such a product has the potential to provide significant support for those strategic areas as a part of the company's business dynamics.

"Given the system's complexity, the process of adapting and matching up the personnel and the procedures to the new technological setting poses a formidable challenge. With perseverance, the effort pays off. We are convinced that the learning and adjustment period is enormously beneficial if the processes help the organization meet its goals," says Román.

"We now have the foundation and are looking forward to obtaining enterprise software that will allow us to develop enhanced capabilities for maintaining and improving our business portfolio," says Román.