

Cipla Europe NV, Antwerp, Belgium

Expanding Operations across Europe with SAP® Business ByDesign®

 In just four months, itelligence has developed a working two-tier ERP solution based on SAP® Business ByDesign®. They really were the only suppliers able to achieve this in such a short space of time.

Daniel de Vries, Supply Chain Director, Cipla Europe NV

Challenges

- Organize logistics processes in several European countries at once
- Take over distribution in the UK to fulfill customer orders within two weeks
- Streamline data exchange between parent company and partner

Benefits

- New solution went live in just four months
- Achieved a turnover of €20m in Europe in the first year
- Replaced logistics service provider within two weeks
- Simplified data exchange
- Increased usability

Solution

- SAP Business ByDesign

Why itelligence?

- Recommended by company accountants KPMG
- Extensive experience in the pharmaceutical industry
- Dedicated team of SAP experts active around the globe
- Industry best practices included in solutions

€20_m
turnover
in first year since go-live





4 months
to complete project

Innovative IT for an Ambitious Project

Headquartered in Antwerp, Belgium, Cipla Europe is a leading global provider of medicinal products. Its parent company, based in India, was founded in 1935 with the goal of providing every person on the planet with access to affordable, high-quality medicines. To meet this aim, Cipla uses innovative technology – both in the production of medicines in India and in its global logistics processes.



The power of SAP Business ByDesign is that it has the flexibility to respond to the demands of an organization like ours. The same applies to itelligence.

Daniel de Vries, Supply Chain Director, Cipla Europe NV

The organization was seeking to expand its operations – and quickly. Daniel de Vries, Supply Chain Director at Cipla in Antwerp, explains, “We had to organize our logistics processes in Europe within four months in order to enter the market in several countries at once. We also had to take over distribution in the UK because we had lost a logistics partner there and needed to fulfill our customers’ orders within two weeks.”

Based on its extensive expertise in the industry, Cipla called on itelligence’s support to implement a two-tier ERP logistics solution based on SAP Business ByDesign. The solution automatically delivers country-specific versions and has the flexibility to respond to changing demands.

A Fast-Acting Remedy

With the smooth implementation of the new ERP system in just four months, Cipla achieved its aim.

The success of the project was, in no small part, thanks to itelligence’s support: “The four SAP specialists who carried out the project on behalf of itelligence know our market, collaborate with us, work fast, and do not stop until they are satisfied,” says De Vries.

Benefits Now and in the Long Run

The transformation project has yielded numerous benefits for Cipla. For example, the organization was able to connect the warehouse management system of its distribution partners Essers with its parent company in India, facilitating data exchange between the two parties. Now, Cipla can place orders at the parent company for all European countries. Essers receives its instructions via newly established web services and interfaces, streamlining the entire logistics process.

Moreover, SAP standards mean that the right VAT percentages for each country are available instantly. Coupled with the new interface’s user-friendliness, this has enabled end users to get started without delay. The company can now also create its own logistical reports.

These benefits have in turn helped Cipla achieve a turnover of €20 million in the first year since go-live. The company’s collaboration with itelligence will not end there, however; the second phase of the project will see the solution rolled out in Germany, Spain, and other European countries. Cipla also plans to expand its new system’s functionality to include forecasting, CRM, and more. “With the flexibility and innovations of SAP and itelligence, we can quickly respond to growth opportunities in our market,” enthuses De Vries.

Cipla

Company:
Cipla Europe NV

Industry:
Pharmaceuticals

Products:
Medicines and active pharmaceutical ingredients

Number of employees:
20,000 (2015)

Turnover:
\$1.78bn (2014)

Headquarters:
Antwerp, Belgium

Website:
www.cipla.com