

A&D Pharma Romania

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Vivian Diaconescu, Chief Operating Officer, Wholesale Division of A&D Pharma



The dynamic A&D Pharma group comprises Mediplus Exim SA, the biggest medicine wholesale distributor in Romania, and Sensiblu SRL, the largest network of pharmacies in the country.

The rapid development of the Mediplus company was the result of a concerted effort to create a flexible structure that responded promptly and professionally to customers' and suppliers' needs. In 1997 the first Sensiblu pharmacy was opened in Bucharest as an experiment to demonstrate to the Mediplus contractors the most efficient way of arranging the products in a pharmacy. The experiment was such a huge success that in the following year the number of pharmacies increased to 206.

Today, Sensiblu is still a market leader in Romania with 190 pharmacies across the country providing round the clock healthcare to patients.

Challenges faced

To support the future growth of its Mediplus and Sensiblu companies, the A&D Pharma group decided to implement budgeting, planning, and business intelligence solutions. After careful consideration, the group board chose S&T Romania based on the proposed technological solution and the company's proven ability to build and integrate it with the existing IT system.

Strategy followed

A&D Pharma group had a number of basic requirements. One was to obtain one clear image of the financial planning and forecasting for different time periods based on multiple simulations, as well as the real-time monitoring of the actual against forecasted budgets. Another was to optimise the reporting, analysis, and data integration processes into a flexible architecture capable of providing relevant information and answer the questions most frequently asked by the management team: “Is our business healthy? Are we on the right track? How can we increase profitability? How can

Industry:

- Pharmaceutical

Geography:

- Romania

Information Needs:

- Obtain one clear image of the financial planning and the forecasting for different time periods based on multiple simulations
- Real-time monitoring of actual against forecasted budgets

Platform:

- The present system is a local Romanian one, using IBM servers. As the next step S&T will implement SAP

Solution:

- Cognos 8 Business Intelligence and Cognos 8 Planning

Benefits:

- Substantial reduction of time spent on planning and forecasting activities
- Real-time view of the planning process as well as accurate control of document versions for the management team

we improve cash flow? Who is our best client?” Starting from this set of requirements, S&T Romania built a solution based on Cognos Planning and Cognos 8 BI.

Benefits realized

Cognos Planning provides powerful and flexible tools for business modelling and calculation that will substantially reduce the time spent on planning and forecasting activities. At the same time, the management team will benefit from a real-time view of the planning process and accurate control of document versions. As a result of the Cognos Planning implementation, team members' involvement and responsibility will be substantially increased. At the same time, integration

with the other management applications will raise the level of information use across the organisation.

Cognos 8 BI efficiently supports the decision-making process at management level. In addition to the various types of analysis provided, the application delivers a proper forecasting tool for business, offering fast and accurate access to information. The solution allows the user to analyse operational information to identify business development trends, spot abnormal situations, track the key performance indicators, and build customised reports.

All of these benefits provided by the Cognos products will allow the management team to gain strategic and competitive advantages based on a real-time view of the organisation's performance.

"Implementing these solutions will allow us to react faster to our business environment changes, to be more flexible in identifying the right answers, to manage available resources and to monitor the impact they have on the joint effort to reach the desired performance level", says Vivian Diaconescu, Chief Operating Officer, Wholesale Division of A&D Pharma.

"S&T Romania is ready to provide its customers with modern IT solutions adapted to the business strategy of their organisations. Cognos is one of our international partners, a global leader in the business solutions area and I am deeply confident that the A&D Pharma project will be an important reference for implementing the budgeting, planning, and business intelligence solutions for the various organisations," adds Bogdan Cocora, Managing Director of S&T Romania.

The first phase of the project was finalised by a joint team comprising S&T Romania consultants and the A&D Pharma IT department. The current phase consists of implementing the secondary budgeting processes.

About S&T Romania

S&T Romania was founded in 1994, as a 100% owned subsidiary of the S&T System Integration & Technology Distribution AG - Austria, the leading provider of IT solutions and services for customers in 18 countries from central and eastern Europe. The company has made rapid progress towards the Group's corporate goal of becoming recognised as the leading system integrator in central and eastern Europe with a strong local presence. Romania is the hub country for S&T's Region South countries - including Bulgaria and Turkey, providing technical support and guidance.

About Cognos

Cognos, the world leader in business intelligence and performance management solutions, provides world-class enterprise planning and BI software and services to help companies plan, understand and manage financial and operational performance.

Cognos brings together technology, analytical applications, best practices, and a broad network of partners to give customers a complete performance system. The Cognos performance system is an open and adaptive solution that leverages an organization's ERP, packaged applications, and database investments. It gives customers the ability to answer the questions—*How are we doing? Why are we on or off track? What should we do about it?*—and enables them to understand and monitor current performance while planning future business strategies.

Cognos serves more than 23,000 customers in more than 135 countries, and its top 100 enterprise customers consistently outperform market indexes. Cognos performance management solutions and services are also available from more than 3,000 worldwide partners and resellers. For more information, visit the Cognos Web site at <http://www.cognos.com>.