Case Study

Merit Pharmaceuticals

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> "Merit Pharmaceuticals is continually evolving by listening to our customers and their needs. We focus on Service, Supply and Price and in doing so we need a system that will allow us to deliver on that promise. The Return on Investment we have gained from AWARDS-BA³ is an agile, scalable and efficient system that can handle our growth, coupled with the knowledge that, going forward, we have excellent support from the Brentech Team." Gerard Nugent, Managing Partner, Merit Pharmaceuticals.

Merit Pharmaceuticals, a leading Short-Line Pharmaceutical Wholesaler of Generic, Ethical, PI and OTC products in Ireland, facing entry into an intensely competitive, highly-regulated and fast-moving industry, chose Brentech Data Systems and its newly-developed application AWARDS-BA³, to provide them with the solution to their Enterprise Resource Planning (ERP), Distribution and Supply Chain Management (SCM) needs.

AWARDS-BA³ Benefits to Merit Pharmaceuticals:

▸ **Agility** allowing modeling of system to meet current and future strategic objectives.
▸ **Automation** of the 80% of the business running in line with the strategic objectives.
▸ **Alerts** regarding the 20% of the business that needs attention enabling action.
▸ **Full Product Traceability** enabling easier product recall and greater compliance.
▸ **Streamlined Processes** leading to reduced errors & improved time management.
▸ **Real-Time Visibility** into all business areas.
▸ **Fast, Fact-Based Decision-Making** due to the availability of information on demand.
▸ **Total Control** over processes & workforce with role-based responsibilities.
▸ **Complete Customer Service Management** through usage of cross selling and up-selling opportunities.
▸ **High Volume Throughput -** Scalability greater than 1 million sales order lines per 8 hour day.

AWARDS-BA³ Benefits to the Pharmacists:

▸ **Guaranteed Next Day Delivery** of any order.
▸ **Guaranteed Higher Margins** on all products ordered through the AWARDS-BA³ Order System.
▸ **Exceptional Price and Supply** of a range of products.
▸ **Choice of Special Offers** and other Marketing Initiatives.
▸ **Reduced Errors & Decreased Delays** due to the level of efficiency of the system.
▸ **Impeccable Customer-Service & Support**

Background

Merit Pharmaceuticals, which was established in 2009 and has been trading since August 2010, supplies and distributes a range of pharmaceutical products to an ever-growing number of Pharmacies throughout Ireland.

According to Gerard Nugent, Managing Partner, their goal was to become an agile, customer-focused company working alongside its customers to provide exceptional Service, Supply and Price.

"At Merit Pharmaceuticals our focus is to deliver added value through Supply, Price and Service. We have a philosophy of partnering in our customers success which has seen our customer base grow daily. "

The Project Objective

One of the prerequisites for Merit Pharmaceuticals to achieve this goal was to choose an integrated ERP, Distribution and SCM System that could support both their current and future needs and provide the ability to scale-up and expand in what is an extremely dynamic environment.

"From the beginning we envisioned Merit Pharmaceuticals to be a significant Pharmaceutical Wholesaler. To reach our goals we needed a system that would allow us to offer the Service, Supply, and Price our customers require and demand in a highly competitive and fast-moving market." - Gerard Nugent

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Preparation - Needs Analysis

The search began in late 2009 with an analysis of the key criteria for the ERP, Distribution & SCM System. One of the most critical considerations for Merit Pharmaceuticals was the ability of the system to provide full, accurate product traceability, from its entry into the warehouse through to its delivery to the pharmacist.

The level of agility and flexibility provided by the system was also crucial, driven by Merit Pharmaceuticals' need to react to constant changes within the industry. *"Orders are placed daily, based on our price list which is issued on a monthly basis. As a result, we need to be exceptionally flexible, on an ongoing basis, in order to remain competitive."* - Gerard Nugent

A further requirement was the ability to maintain the highest levels of efficiency and productivity throughout the business with a lean, dedicated team. Finally, due to the complex nature of the industry and the increasing legislative and compliance requirements, the level of experience of the chosen vendor, within the Pharmaceutical Wholesale Industry, was particularly important.

The Agile & Scalable Solution: AWARDS-BA³

Following the needs analysis and a consideration of suitable vendors, Brentech Data Systems was selected due to their proven ability to deliver an agile, scalable solution, on time and to budget, combined with the extensive support offered by the Brentech Team.

The newly developed AWARDS-BA³ solution, built on the Microsoft.NET framework, was designed specifically for complex, wholesale, distribution operations like that of Merit Pharmaceuticals. Crucially, it offered them the ability to empower the company through Business Agility, Business Automation and Business Alerts.

AWARDS-BA³ contains modules designed to cover all the elements of the Supply Chain. These include Purchase Order Management, Goods In, Putaway and Replenishment - all of which are available using RF Controlled Hand-Held Terminals, as well as Sales Order Management, Picking, Order Assembly, Invoicing, and Delivery Management.

AWARDS-BA³ also offers complete visibility into and control over the business, through the provision of Business Information Dashboards and the Workflow and Alerts Modules.

The AWARDS-BA³ Batch Control Module proved vital as it guarantees the integrity of the supply chain - a critical requirement for regulatory-compliance with the IMB. (The Irish Medicines Board).

"It was clear from the demonstration I had of the AWARDS-BA³ system that it more than met our initial requirements and would facilitate growth. We had the added advantage of being one of the first users of the system, which enabled complete collaboration between ourselves and the Brentech team." - Gerard Nugent

Fast & Efficient Implementation

The final decision was made in February 2010 and set in motion a period of discovery and collaboration between members of the Project Team in order to ensure the provision of a "best-in-class" software solution, configured to Merit Pharmaceuticals' needs.

Within a matter of weeks the system was delivered and installed in the warehouse and by mid-April 2010 was ready for use. The system went live in August 2010, upon commencement of trading, and has since proved integral to the entry, growth and success of Merit Pharmaceuticals in the Irish Pharmaceutical Wholesale Industry.

Project Success

The success of the project has enabled Merit Pharmaceuticals to serve over 20% of the potential market in Ireland, a figure which is growing daily. The high levels of efficiency gained from AWARDS-BA³ have allowed Merit Pharmaceuticals to provide an exceptional service and supply to each and every customer, offering them complete commitment.

The scalability of the system, greater than 1 million sales order lines per 8 hour day, has also proved critical and will continue to be integral to the growth and success of Merit Pharmaceuticals. Most importantly, the system allows Merit Pharmaceuticals to combine the need for compliance with the IMB, with the requirement for extensive agility, within the confines of a complex and dynamic industry.

"Due to the AWARDS-BA³ modular design we have the ability to mould the system to our changing needs. We find that we are able to configure AWARDS-BA³ to allow us to create new and exciting ways of presenting offers to our customers. Some systems considered just weren't flexible enough to be able to implement these initiatives. AWARDS-BA³ capabilities allows us to be one step ahead.", concludes Gerard Nugent.