



MENARINI

ORDER PROCESSING
INDUSTRY • Life Sciences ERP • MFG/PRO

CASE STUDY



MENARINI GROUP SPAIN

SPEEDING UP THE SALES CYCLE WITH
AUTOMATED ORDER MANAGEMENT

30,000

ORDERS PROCESSED
ANNUALLY

x2

FASTER ORDER
PROCESSING

2
months

TIME TO ACHIEVE
AUTOMATION

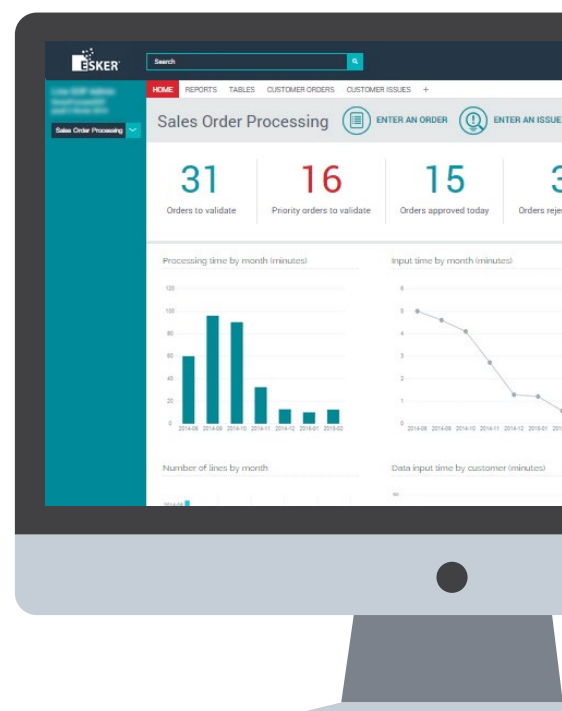
BACKGROUND

Menarini Group Spain, a leading pharmaceutical company, receives more than 30,000 orders per year from its customers — hospitals, wholesalers and pharmacies. These orders are received primarily by email and have to be manually entered into the company's MFG/PRO ERP application.

Over the course of two years, Menarini Group Spain's trade and customer service department partnered with different services including: logistics, information and communications technology, and organizational development to modernize its order management process with the goal of automating the full spectrum of orders — EDI, fax and email.

SOLUTION

Menarini Group Spain chose Esker's cloud-based Order Processing automation solution to address the inefficiencies of manual processing. In less than two months, the company has achieved its objective of automating the full order management process, from order reception to its creation in the ERP application.



*"Automation has allowed us to **eliminate manual tasks** that offer no value to the company. We have been able to **free up resources** for handling more requests and taking care of orders and complaints more quickly. For example, we have **cut the time it takes to manage orders in half.**"*

David Saiz | Customer Service Manager

BENEFITS

Menarini Group Spain has achieved many benefits thanks to order process automation, including greater process visibility and control. Also, thanks to the significant time savings achieved, those previously involved in manual order handling have taken on management and auditing functions that provide greater value to the company.

Additional benefits include:



Order processing time reduced by 50% — down from 1.55 minutes to 0.88 minutes



Physical archiving eliminated thanks to electronic processing and filing of documents



Fewer errors resulting from manual processing



Reduced environmental footprint — eliminated the use of paper equivalent to saving three trees, 4,000 liters of water and 400 kg of CO₂



Higher customer satisfaction



Greater internal visibility within the department from Esker dashboards — orders can be viewed by customers and by time period



“Esker’s Order Processing solution provides us with **greater visibility of critical KPIs** in the customer service process. We have **cut costs** and become more **environmentally friendly**.”

David Saiz | Customer Service Manager

ABOUT MENARINI GROUP SPAIN

The Menarini Group is the leading Italian pharmaceutical company in the world with operations in more than 100 countries. Menarini Group Spain is one of the group’s strategic subsidiaries, producing more than 60 million units of drugs per year and employing roughly 700 people. Its headquarters in Badalona include a production plant and one of six R&D centers that Menarini Group operates in Europe. Menarini Group, which has been doing business in Spain for 55 years, ranks among the top 20 companies in the Spanish pharmaceutical sector.

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