Reinventing Supply Chain Analytics For a Global Pharma Giant

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Client Overview

Our client is an integrated global pharmaceutical and life sciences company engaged in a broad product and service portfolio.

With a strong commitment to quality and innovation, it serves customers across geographies. The company operates its manufacturing facilities and R&D centers in India, the USA, and Canada.

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Problem Statement

A global pharmaceutical giant was grappling with significant challenges in managing its complex network of distribution centers and vendors. Inefficient processes and human errors resulted in prolonged reporting turnaround times. To drive innovation and complete its digital transformation, the company sought a solution to modernize its supply chain management, with a focus on inventory planning, spend analytics, and vendor analytics.

Polestar Solutions collaborated with the company to implement a comprehensive solution utilizing Qlik, NPrinting, and Power BI, all supported by a robust data warehouse. This solution automated calculations and revisions offered scenario suggestions for course correction and established a single source of truth for supply chain data, analytics, and reporting, ultimately enabling data-driven decision-making.

Key Complexities

The client's top-line growth heavily relies on the effectiveness of their Sales function. Key practices include:

- **Lack of Single Source of Truth:**
  Supply chain data and related analytics are not centralized, leading to inconsistent information.

- **Gut-Based Budget Analysis:**
  Budget versus actual spend analytics rely on intuition rather than data.

- **Decentralized Transactional Records:**
  Transactional records are maintained separately at individual distribution centers.

- **Inefficient Inventory Insights:**
  Lack of a planning system results in slow turnaround of inventory insights.

- **Manual and Error-Prone Processes:**
  Data collation activities are manual, relying on spreadsheets, causing delays and human errors.

- **Inconsistent Data Management:**
  Inconsistent data cleaning and transformation practices, coupled with poor master data management , hinder accurate reporting and insights.

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Solution Implemented

To address these challenges and drive digital transformation, the pharmaceutical giant leveraged Qlik, NPrinting, Power BI, and a robust data warehouse, we implemented an integrated solution. This included:

- Engaging a large team of sellers and business and channel partners.
- Coordinating with over 100,000 Wholesalers and Distributors.
- Striving to improve sales productivity, foster collaboration, and ensure consistent adherence to sales processes.
- Combating erratic sales quota achievements by closely monitoring sales team performance.

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Results Achieved

The implemented solution delivered several transformative outcomes:

- Shift from manual to automated reporting, reducing turnaround time significantly.
- Establishment of a single version of truth for all supply chain data, enhancing data-driven decision-making.
- Improved data governance and consistency across all business levels.
- Boosted inventory management with predictive analytics for demand forecasting, EOQ, and safety stock.
- Optimized cost management through accurate budget vs. actual spend analysis.
- Streamlined vendor performance evaluation based on quality, cost, and delivery metrics.
- Empowerment of stakeholders with self-service BI capabilities, fostering quicker and informed decision-making.

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Business Impact

20%

increase in forecast accuracy achieved.

25%

decrease in stock-out incidents realized.

10%

reduction in lead times

12%

enhancement in order accuracy achieved

25%

cost savings delivered through streamlined inventory and procurement strategies

20%

improvement in overall business performance achieved

Future Considerations

Looking ahead, the pharmaceutical giant plans to further optimize inventory planning, enhance predictive analytics capabilities, and expand self-service BI functionalities. Future initiatives include integrating advanced AI for demand forecasting and implementing predictive models for inventory optimization.

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