



Industry

Life Sciences

Customer

Novartis Pharma

Business Challenges

- Expedite critical order delivery
- Reduce the size of paper document archives
- Accelerate document search

Business Solution

Livelink for SAP Solutions

- On-the-spot, electronic archiving of faxed documents
- Accelerated order processing
- Integration with SAP for direct document access
- Visibility of order and workflow processes
- Reduced paper-based processes

Novartis Pharma—Expediting order processing

Quick and efficient order processing is critical in the pharmaceutical industry, as Novartis Pharma GmbH is well aware of. A subsidiary of Novartis, a world industry leader, the organization implemented a solution from Open Text™ to automate all steps of faxed orders processing: from immediate electronic archiving, through integration with the company's SAP system for direct document access and overview, to final delivery initiation.

Organization

Novartis is a world leader in the research and development of products designed to protect and improve health and well-being. The organization's core businesses include pharmaceuticals, consumer health, generics, eye-care, and animal health.

Novartis Pharma GmbH is the German subsidiary of Novartis, and is composed of five independently operated businesses in the field of public and consumer health care, which are linked through Novartis Deutschland GmbH.

Situation

Speed is essential in the pharmaceutical industry. Critical medications must be delivered as quickly as possible to patients. Accordingly, Novartis Pharma GmbH guarantees its customers prompt delivery: for orders received before 11:00 am, the medicine is delivered on the same day. This is a real challenge for the sales staff—they receive 500 to 600 orders a day by fax alone! In the past, these documents were retrieved hourly, then sorted and forwarded to the appropriate employees. Only then could the order begin to be filled.

Solution

To expedite order processing, Novartis Pharma decided to implement Livelink for SAP Solutions (formerly known as IXOS Suite for SAP) from Open Text. The overall solution also included the development of a fax server interface in order to integrate the documents. "Open Text had already successfully carried out several projects for us," explains Manfred Neubert, SAP System Administrator for the SAP Sales and Distribution (SD) module at Novartis Pharma GmbH. "In addition, they have a good partnership with SAP. So we immediately decided to work with the ECM specialists on this project as well."

"The new solution made our sales processes significantly faster and more efficient. We were also able to considerably reduce the amount of paper-work, which freed up additional office space. Our costs dropped, because of savings such as eliminating the cost of new fax machines."

Manfred Neubert, SAP System Administrator for the SAP Sales and Distribution (SD) Module, Novartis Pharma GmbH

Benefits

Currently, faxes are no longer printed. Instead, orders are received by the fax server, then immediately stored in the electronic archive, indexed, and forwarded to the right person in the sales department — all fully automated processes. The SAP Business Workflow implemented by the solution team controls the individual steps of order processing: from the posting of the orders, through the maintenance of customer master data, to eventual delivery initiation. “We’re able to process orders much faster now!” says Neubert.

After an order is posted, the documents are linked to the scanned fax orders in SAP. Using the SAP user interface, employees have direct access to the archived original documents. Every document can now be viewed instantly from any work area. Since the implementation of the new solution, employees are able to answer almost every customer question immediately — without tedious searches through filing cabinets — while the customer is still on the phone.

“The solution made our sales processes significantly faster and more efficient,” says Neubert happily. “We were also able to considerably reduce the amount of paperwork, which freed up additional office space. Our costs dropped because of savings such as eliminating the cost of new fax machines.”

The Open Text solution included the development of an electronic order receipt journal that makes it easy for the sales staff to monitor the status of every order and react quickly to any problems. Orders and workflow information can now be displayed together in an overview, irrelevant of which SAP module or business transaction is



currently handling the document. For example, employees can use the order receipt journal to get a quick overview of the faxed orders that are still being processed, to whom they were distributed, and who is currently working on them.

Novartis Pharma is so pleased with this application, that it is already planning more additions to the system. Neubert concludes, “Once we get to the point where we are handling all our incoming mail electronically, we’ll be able to further reduce the amount of paperwork, and make other processes, such as invoicing, more efficient as well.”

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