

Zuellig Pharma Thailand

Meets Stringent Industry Regulations
with Dynamic Document Automation Platform

WHERE DOES IT HURT?

The healthcare services industry is subject to strict government regulations and complex documentation requirements that can vary widely by customer. Zuellig Pharma is committed to staying compliant and delivering quality products. As such, it pioneers new and innovative ways to address the challenges within its industry, including utilizing complex data analytics and operating state-of-the-art cold chain facilities to handle temperature-sensitive medicines. That same commitment to innovation carries through to its back office operations.

In 2015 the organization was slated for a global upgrade from an existing legacy ERP system to SAP in all of its 17 business operations. Each location offered a different mix of products and services, so the local IT teams were responsible for finding solutions for their unique needs.

"In Thailand we face heavy government regulations and complex customer documentation requirements. It wasn't feasible to use SAP's one-fits-all document automation solution so we searched for one that was more flexible," says, Niels Schwartz, IT Director.

Niels Schwartz, IT Director at Zuellig Pharma Thailand, knew his current document management processes wouldn't be up to the task once the new ERP was in place. Many processes were manual and those that were automated were homegrown solutions developed directly within the legacy ERP. His primary focus was finding a solution for printing the customer-facing documents that needed to be included with pharmaceutical shipments. In fact, it wasn't unusual for 10 or more unique forms to be included per order. This was a pressing matter as he wanted to have the solution in place prior to the SAP implementation in order to avoid any disruption in deliveries to its customers.

PAIN MANAGEMENT

Schwartz's main objective was to find a document automation solution that would integrate with SAP and be agile enough to respond to frequent changes in requirements and offer a stable platform to avoid downtime.

He began his search about a year before the SAP migration because he wanted it in place in advance to avoid business interruption during the transition. Some Zuellig Pharma locations were already on SAP so he started by researching what they were using. The Singapore location recommended Bottomline Technologies' and [Transform Content Center](#), its robust document automation product.

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CUSTOMER OVERVIEW

Zuellig Pharma is one of the largest healthcare services groups in Asia. It provides world-class distribution, digital and commercial services to support the growing healthcare needs of that region. The company was established almost a hundred years ago and has grown to become a US\$10 billion business covering 13 markets in Asia with over 10,000 employees.

Zuellig Pharma's objective is to make healthcare more accessible. Its people serve more than 320,000 medical facilities in Asia and work with more than 1,000 clients including the top 10 pharmaceutical companies in the world.

KEY RESULTS



Significant time savings – what used to take minutes now takes seconds



Improved accuracy with automated system



Flexibility to change and update forms in-house



Visibility into fulfillment via web interface

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Processes**, contact us today.

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ABOUT BOTTOMLINE TECHNOLOGIES

Bottomline Technologies (NASDAQ: EPAY) makes complex business payments simple, smart and secure. Corporations and banks rely on Bottomline for domestic and international payments, efficient cash management, automated workflows for payment processing and bill review, and state of the art fraud detection, behavioral analytics and regulatory compliance solutions. Thousands of corporations around the world benefit from Bottomline solutions. Headquartered in Portsmouth, NH, Bottomline delights customers through offices across the U.S., Europe, and Asia-Pacific.

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Schwartz found the most important features were its flexibility and the ability to program and configure the system in-house to handle Zuellig Pharma's customized shipping processes. For example not only can it link to SAP but also to the local database that stores customer document requirements. It also promised to deliver the same output with fewer hardware requirements than other solutions.

SIDE EFFECTS

With Transform Content Center in place, Zuellig Pharma's ability to manage the generation of complex customer-facing documents has been redefined. The previous system was not fully automated, and relied on employees to manually search for documents, which sometimes resulted in errors and delays.

The Thailand operation prints more than 15,000 documents daily. Bottomline's Transform Content Center has significantly reduced errors, including mismatched and misplaced documents, while being speedier overall. It used to take minutes from the point of receiving an invoice to generating the paperwork and it now takes seconds – freeing up staff to focus on more value-added tasks.

Another significant benefit is the process to design and maintain forms in the system. This is now intuitive and easy to manipulate – it's as simple as dragging and dropping elements around to customize and meet requirements.

Additionally, Zuellig Pharma has unprecedented visibility into fulfilment tracking because all documentation is stored in the system. The customer service and warehouse teams can quickly look up the document trail through a web interface to monitor status or easily reprint and resend, should a customer request it.

"With the old system, we had to dedicate resources to review customer and government requirements, print, collect, sort, check and double check documents for accuracy. The new Bottomline Transform Content Center system is a much more efficient solution because it recognizes by invoice, which documents are required for that customer and automatically prints them for shipping – saving an enormous amount of time and effort,"
says Schwartz.

WHAT'S NEXT?

Because of the success in the Thailand operations, Transform Content Center is now implemented in several other locations. Zuellig Pharma is always seeking ways to streamline processes through automation. With Bottomline it is easy to stay up-to-date with ever changing government regulations and customer requirements. Schwartz is considering expanding the capability to other internal business functions - like documenting customer licenses, recording proof of delivery forms and expanding into functionality not yet in use, such as OCR (Optical Character Recognition) for barcode reading.



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