

Grupo Farmasierra streamlines process management and becomes more agile with IFS



Grupo Farmasierra selected IFS when it realized that running a number of different applications was no longer feasible and its legacy software could no longer evolve. It wanted to implement a single software solution across the entire business, from production and asset maintenance to efficient cost management, that would include information analysis capabilities using Business Intelligence tools or scorecards to manage demand planning, treasury, assets, and bank reconciliation for the B2C company.

Strong growth required better ERP support

Since it was founded in 1996, growth in the areas of manufacturing and technology development has seen Grupo Farmasierra constantly involved in international collaboration projects. Currently, Grupo Farmasierra has two manufacturing

plants with a total capacity of 70 million finished units, distribution warehouses, and an extensive portfolio of commercial products at national level. The growth experienced by the group during the last few years, in terms of volume and

complexity, has required it to revitalize its manufacturing processes, forcing the company to transform its work methods and use increasingly extensive and complex production lines.

This evolution—the result of the company’s adaptation to market and customer requirements—increased the need for the Group to further automate its processes. So Farmasierra decided to invest in a project to its management systems; to begin with, it decided to change its ERP software.

IFS was the best match

“We were facing a standstill situation. We had an ERP that could no longer evolve and we had to search for solutions,” Grupo Farmasierra CIO Juan Granados said. They were looking for unique software that would be implemented across the entire group, from production or asset maintenance, to efficient cost management; an application that would include information

About Farmasierra

Grupo Farmasierra was founded in December 1996 in Spain, with 75 employees. Currently, the pharmaceutical group has more than 200 employees. The group is specialized in research and development, manufacturing, distribution and marketing of medicines, food and cosmetic supplements. It has offices in Spain (Barcelona and Madrid).

Contract manufacturing services are carried out for third parties in the European Union, Russia, Israel, Australia, New Zealand, and Japan. Group revenue is more than € 40 million, distributed in its four business areas (Research and Development, Manufacturing for the pharmaceutical and cosmetics industries, Distribution, and Marketing). The group is experiencing rapid growth. Its plan for the future is based on harnessing the potential of its four business areas. Therefore, it requires constant investment in technology.

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analysis capabilities using Business Intelligence tools or scorecards and that could execute and manage demand planning, treasury, assets, and bank reconciliation for a consumer company.

Farmasierra selected three ERP vendors with the largest presence in the Spanish market and added IFS, because of the excellent references IFS has received. During the selection process the group carried out a functional analysis of its requirements and—even without having to develop them—IFS already fulfilled almost 90–95% of them. The only area that was not covered was bank management, but IFS developed a solution to be included in the standard application that would evolve at the same pace as the rest of the tool.

The capacity to manage all the business requirements, together with the ability to eliminate legacy applications and to add new functionalities was the reason why they chose IFS. “IFS was the solution that proved to be more flexible and with greater functionality. It was the most standard solution of all those we analyzed,” Juan Granados said.

Implementation step by step

The implementation process, which started in June 2009, was planned to be completed in January 2010. “The implementation strategy was the right one. Farmasierra is a group of companies with different levels of complexity, so we started with the less complex companies. This helped the engineers, consultants,

and implementation specialists to get better acquainted with the tool, without the usual training period that is required when users are learning how to use the application,” Juan Granados said.

The implementation process began in Farmasierra Distribución and then in Grupo Farmasierra. During the first two quarters, we worked in Farmasierra Manufacturing till we managed to go live that summer. The approach here was also to follow a sensible strategy.

“While the staff was on holidays, the production team gradually joined the implementation process, first with the ointments production line, as these allowed for an easy roll-out of all the circuits and processes. Then they continued with the integration of the other systems, including the control laboratory, the documentation and labelling systems, and the manufacturing order system. The

idea was not to have the facilities on hold waiting in case there were problems. Everything went perfectly,” Juan Granados said. The last phases of the implementation process were carried out in the business enterprises. They barely required any help from IFS consultants, who were only needed for the warehouse management interface when it came into use in the following year.

Benefits seen using IFS

- Covers all business management
- Easy to use and update
- All company information stored in the same repository.
- Only one set of software required
- Lower costs
- Easier and faster maintenance of technical support





All business information in a single system

The IT team in Farmasierra has received technical training so that they can lead the project. Apart from them, the key users in each of the departments were given more functionality-focused training. This was not a complicated part of the process as IFS software is user-friendly, and the staff can adapt to it very quickly.

As Juan Granados said, this solution “offers many benefits. On the one hand, all the business, transactional and financial information of the company is stored in a single repository, and the information is unique and reliable. Furthermore, there is no need to check and clean data. In addition, we have enhanced management processes, so there is no need to maintain several systems. Any member of the IT department can offer technical support to the entire application.”

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Juan Granados, CIO

Find out more

Further information, e-mail info@ifs.com, contact your local IFS office or visit our web site, ifs.com

