

SUMMARY

Pharmaceutical industry distribution network is complex because retailer order processings are specific. The industry needs to introduce specific online sales system that can reflect these characteristics, not general e-Marketplace, typically used in other industries.

Hanmi Pharmaceutical Corp. share that same view and needed to introduce systems where sales can access to its SAP ERP system from any customer site, such as hospitals, drugstores and process orders accordingly. Especially, a system is needed to track the whole sequence from ordering to delivery.

AMS Korea implemented stable ERP system through the cooperation with Hanmi IT, the subsidiary of Hanmi Group.

CHALLENGES

Hanmi needed to track the whole cycles of business such as in warehousing of raw material, manufacturing, delivery from warehousing and even including cash forecast. So this system should be able to allow the company to analyze overall business transactions.

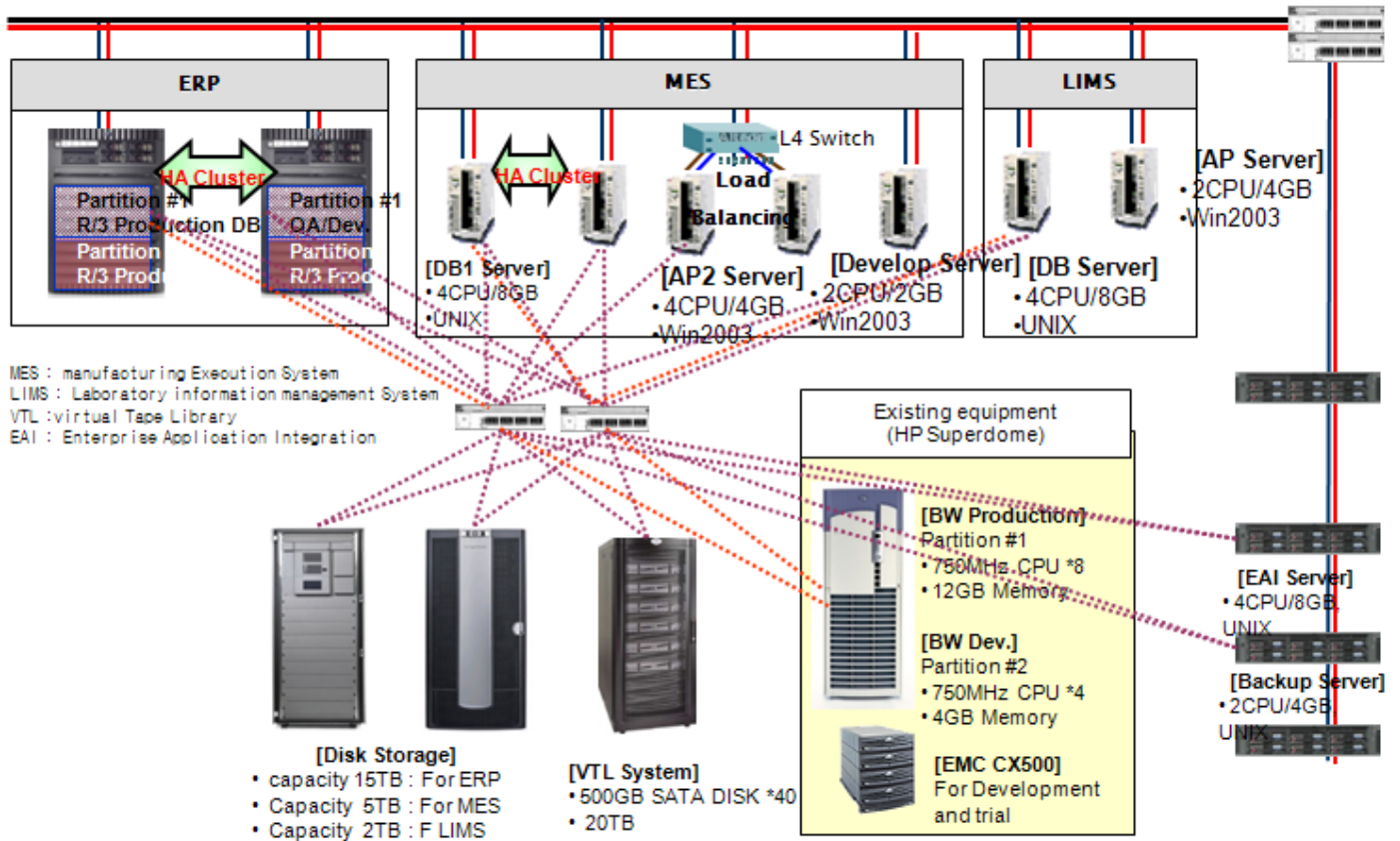
From implementation viewpoint, the system should highly stable so that the business should be always on.

SOLUTIONS

As shown, ERP system was introduced to support overall business transactions based on tracking the whole cycles.

Standardization and openness was reflected for easy and consistent exchange of data so that system flexibility could be maximized. client/server computing allowed system performance to be maximized and sharing of data to be easier.

High Availability (HA) server clustering enabled stable and un-interruptable operation of ERP systems.



BENEFITS

The company can strengthen its competency in the market through more concrete and efficient workflow management. It could also improve sales through online ordering and introduction of more versatile product retrieved at customer site.

CUSTOMER INFORMATION

Hanmi has shown remarkable growth since its establishment in 1973 and now is a leader in Korea's local pharmaceutical industry. Hanmi becomes no.1 in prescription fields among domestic pharmaceutical companies including local multinational companies.