

Emil Pharmaceuticals Pvt. Ltd. Improves Capacity Planning and Increases Production with Integrated ERP System

Emil Pharmaceuticals
Pvt. Ltd._Mumbai,
India

www.emilpharma.com

Industry:
Pharmaceutical

Annual Revenue:
Rs. 12 Million

Employees:
250

**ERP Products &
Services:**
Eresource ERP
www.eresourceerp.com



“ We are into Manufacturing and marketing of allopathic formulations in various dosage forms viz., Tablets, Capsules, Oral liquids, Dry powders, Creams, Ointments & Gels.

The new ERP system implemented in your organization is much more accurate providing what we need that too when we needed. For Emil, the eresource ERP system has proved to be an ideal solution in meeting its specific batch manufacturing requirement, more importantly the GMP standards that eresource has in their system.

Since the introduction of eresource ERP, jobs are carried smoothly and extremely satisfying way. The best part is the after sales support module included in the system. ” -- **Tushar Korday**

What is Emil Pharmaceuticals Pvt. Ltd.

Founded in 1989-90, Emil's principal business is developing, manufacturing and marketing of allopathic formulations in various dosage forms viz., Tablets, Capsules, Oral liquids, Dry powders, Creams, Ointments & Gels. Headquartered in Mumbai, the financial capital and hub of pharmaceutical industry in India, Emil markets products in India as well as in African markets. In the last 15 years, Emil has also established itself as a reliable & cost-efficient contract manufacturer of integrity for leading multinational and Indian companies to produce quality products for their Indian and international markets. EMIL also manufactures ayurvedic / herbal & veterinary formulations.

Sales Management
 Purchase Management
 Sores & Inventory
 Manufacturing
 Quality Control
 Excise Management
 Plan Maintenance
 Human Resource
 Accounts & Finance
 R & D Formulation
 Management
 Medical Representative

Their Mission

To improve quality of life by offering best quality medicines.

Their Vision

To develop, produce and market medicines of internationally acceptable quality.

Their Values

Respect for life of living beings, environment and law of the land.
 Innovation and excellence in all our business processes.
 Customer satisfaction - employees, customers and suppliers.
 Honest citizens committed to ethical business practices.

Their Asset – People

Our people will lead us on the path of success. Talent identification and retention has been the secret of our success. enhancing of individual knowledge & skill is done through classroom training as well as on the job training which is an ongoing process at Emil

Core Competency

Development & Manufacture of pharmaceutical formulations at competitive costs. Have develop and manufactured over 300 formulations over 20 MNC's & large Indian companies in the last 15 years

The Challenge:

The Client being a leading manufacturer and exporter of Pharmaceutical Products and has a wide span of Departments and different processes which though functioned under the best Management and Supervision but due to improper integration of Resources and poor correlation it often suffered disruption in work

Key Benefits:

- ☑☑ Gained enterprise-wide view of operations and centralized management control
- ☑☑ Improved information accuracy by introducing single data entry point
- ☑☑ Cut month-end reporting time from 20 days to 12 days
- ☑☑ Increased availability of manufacturing s for productive use
- ☑☑ Minimized equipment downtime by ensuring parts can be easily located
- ☑☑ Strengthened cost management and quality control
- ☑☑ Streamlined distribution and ensured customer orders are met

processes and produced difficulties in maintaining the statutory requirements. Lack of co-ordination also lead to unusual problems in smooth functioning between manufacturing processes and amongst various departments. There were separate channels of separate processes that caused increased input of work with reduced efficiency in functioning and prolonged functioning of normal processes that prevented the optimum utilization of resources.

They were faced with the challenge of surviving and succeeding in an environment that has become more complicated and uncertain, and one that is characterised by rapid developments in science and technology, and organisational change. From the standpoint of the pharmaceutical industry, the impetus for change is the result of a combination of political, economic, technological and social factors; all of which have helped redefine the dynamics of this particular industry.

Over the past number of years, the growth of the worldwide pharmaceutical industry has been slower than the increases in Research (R) and Development (D) costs, and this has led to a cost-earnings differential that cannot be sustained indefinitely. Firms have found it increasingly difficult to sustain historical levels of growth principally because of two converging factors. First, the earnings of the pharmaceutical industry are being increasingly squeezed between pricing constraints due to government policies and generic competition; and second, through the rising costs of R and D due to increasing legislative requirements and growing technological sophistication. As a consequence of these pressures on pharmaceutical earnings, combined with that of rising R and D costs, pharmaceutical firms have been forced to adopt a number of cost containment measures in addition to those pertaining to the safety and efficacy of drugs. The need to demonstrate 'value' to the consumer has now become imperative.

Traditionally, the pricing methods adopted in the former producer-driven environment for pharmaceuticals was essentially based on what was considered to be 'fair returns' for the high costs and risks associated with innovation. Today however, much of that has changed. The deregulation of generic products has helped to bring about a much greater acceptance of product substitution, which in

turn has led to changes in consumer choice -- an event that has acted as a catalyst for change within the marketplace. Therefore rather than being producer-driven, the market for pharmaceuticals today is essentially customer-led. Price has become the key indicator of how the marketplace truly values the products that are discovered, marketed and sold. Consequently the price that a company charges for a product is the culmination of every decision made along the chain of discovery from discovery through to marketing. Therefore in order to be able to survive this challenging environment, pharmaceutical companies can no longer permit their internal processes to determine price levels, as this has now become the privilege of the customer.

The demand for innovation in an increasingly complex, global business environment has necessitated new approaches to organization because the requirements for success in the marketplace have changed in a number of profound ways. In addition to demands for efficiency, quality and flexibility, pharmaceutical companies are also required to simultaneously cut costs, improve standards of quality, shorten product development times, and introduce innovative products that customers value. As a result, companies have been forced to re-examine every aspect of how their businesses are implemented and conducted, and this has given rise to a number of important issues that question the long-held and accepted ways of managing pharmaceuticals. It also raises a number of critical questions that are pertinent to five key areas of business.

The discovery, development and marketing of new pharmaceutical products are the essence of the research-based pharmaceutical industry. As a result of the transformation toward a customer-led marketplace, important issues have been raised which present a number of challenges for many pharmaceutical companies. Of greater significance is the issue of cost.

The total cost of bringing a new product to market from discovery through to launch, including the cost of capital with a risk premium and the cost associated with failures, is estimated to be approximately \$500 million, over a 10-12 year period. Of this total, around 30 per cent of the costs are concentrated in exploratory

research while the remaining 70 per cent are invested in subsequent development phases. At the same time, the percentage of money spent on innovation has been increasing steadily from around 6 per cent in the 1960s to approximately 20 per cent by the late 1990s.

Both the increased cost together with the growing quantity of resources being invested in pharmaceutical innovation is due to a combination of factors other than inflation. Traditionally, the rate of growth of the firm has been linked to new product introductions, as it was believed that increased investment in innovation generally guaranteed more novel products. Furthermore, the shift from acute to chronic therapy has increased the complexity of research as well as the regulatory approval process. Demands for regulatory data have almost doubled since the mid-1980s thus increasing the time it takes to get a product to market. In addition, companies with low levels of new product innovation have spent vast amounts of capital in an effort to secure future sources of revenue.

The Solution “eresource”:

eresource , proved to be the best possible ERP solution to overcome the challenges faced by this client. The client was provided with an application, through which under a single point, there was integration of all its resource to improve and optimize their utility. eresource ERP provided a platform where at a single juncture all the processes and essential functional activities were taken care of.

A clear advantage to the web-based eresource ERP is that remote users like executives and sales reps can access the company system with any browser, which is much more convenient than going through stand alone computer configured for Terminal Services. It also eliminates the need of upgrading of your network and other computer peripherals. eresource ERP’s fast and quick on-time implementation method helps the client commence their business operation through the system as per planned time schedule which ultimately helps all their business operations.

eresource, ERP is a next-generation enterprise resource planning

solution that powers your core business functions, including analytics, human capital management, financials, operations, and corporate services. It delivers industry-specific capabilities that let you seamlessly integrate key business processes from end to end. And because it's highly scalable and adaptable, it gives you the option to incrementally add the right mix of customer relationship management, supply chain management, or product life-cycle management solutions as your business evolves over time.

Why eresource ERP?

Web -based **eresource ERP solution**, simplifies back-office process automation for mid-sized and growing business. It provides real-time information about finance, order management, purchase, inventory, employee management, e-commerce and much more. With web-based eresource ERP solution, you can accelerate business cycles, improve productivity and reliability, and provide higher levels of service to customers, suppliers and partners.

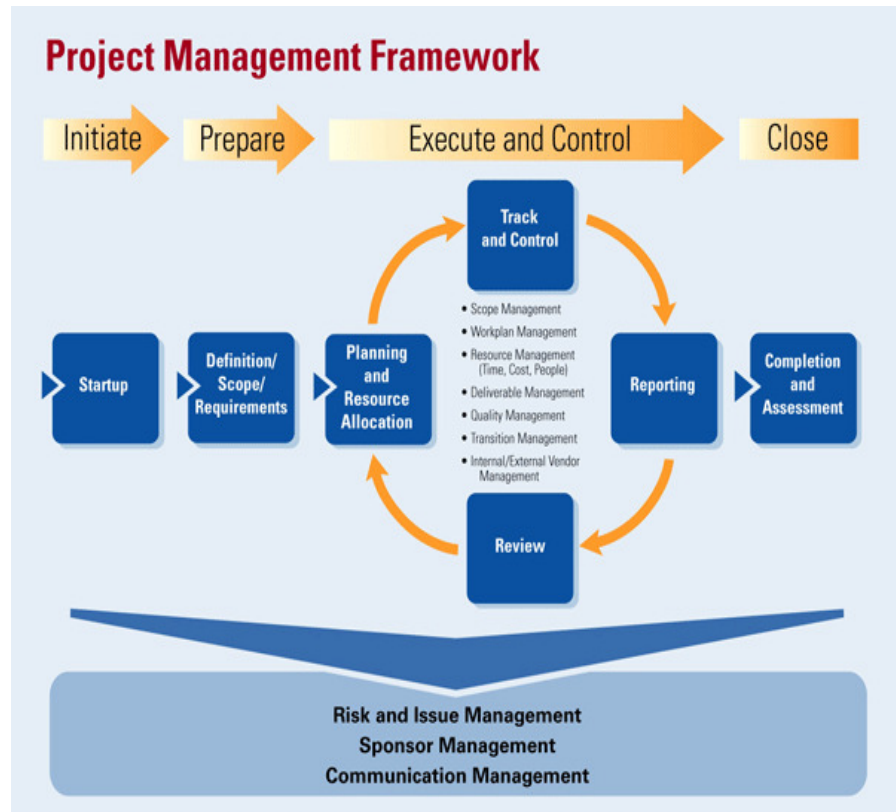
This web-based ERP solution improves business among customers, suppliers and partners through self-service portals, providing for lead management, shipment tracking, bill payment and more.

eresource ERP for Pharmaceuticals, provides a wide range of information technology solutions for pharmaceuticals, insurance, manufacturing, retail and distribution. The process of eresource solutions is SEI CMM Level 5 compliant.

eresource ERP for Pharmaceuticals is a powerful end-to-end collaborative business integration solution for the pharmaceuticals business. Pharmaceutical industry is highly regulated. Good Automated Manufacturing Practice (GAMP), Code of Federal Regulatory (CFR) of US - FDA, ICH, MCA and other such regulatory bodies impose guidelines from time to time. eresource ERP for Pharmaceuticals increases the effectiveness and improves the efficiency of the processes and streamline internal operations. Whether you need to increase your market share or be more profitable, eresource ERP for Pharmaceuticals solution can help you achieve your goals and bring significant return on your investment. With eresource ERP for pharmaceuticals, you get years of domain

expertise built into our solution from the insights of experts who have worked with leading names in the pharmaceuticals business. eresource ERP for Pharmaceuticals addresses all aspects of the **pharmaceuticals** process.

Implementation Process



Advice from Emil Pharma Pvt. Ltd.

- ☐ Avoid customization if possible. An integrated ERP system has in-built logic, and once you undertake customization, you run the risk of disturbing that symmetry
- ☐ Keep objectives simple and don't complicate things by being overly ambitious. This will make it easier to fulfill objectives, promote organizational change, and achieve ROI
- ☐ Choose a partner with sound integration capabilities and

good understanding of business processes