



A&D Pharma: Budget, Planning and Business Intelligence Solutions

The Customer

A&D Pharma is the largest and most dynamic group of companies in Romania's pharmaceutical sector. It employs approximately 2,685 staff around the country and generated a turnover of EUR 283 million in 2005. Through Mediplus, the company's marketing unit, A&D Pharma sells more than 4,000 pharmaceuticals, OTC products („over the counter“ non-prescription health and health protection products) and cosmetics. It operates 206 pharmacies throughout Romania under the name Sensiblu, which are visited by around 20,000 customers every day.

The challenge

The company's rapid development made it necessary to modernise and re-fit some of the central IT systems. The re-fit is focusing on financial and budget planning, real-time monitoring and optimisation of the reporting, analysis and data integration processes. A&D Pharma awarded the contract to S&T Romania because of its innovative approach to finding solutions and its comprehensive experience in integrating these types of solutions in existing IT infrastructure systems.

The project

S&T is using the Cognos planning system for Mediplus and Sensiblu financial planning, because it allows strategic and financial planning in great detail, simply and without requiring a large number of staff. The time required for financial and forecasting activities is significantly reduced. At the same time, the amount and type of information available to management and those involved in the planning process is increased, thanks to real-time information for the planning process and straightforward document administration.

The Cognos Business Intelligence tool also supports the management decision-making process. The solution makes it possible, for example, to analyse operational data, highlight unusual developments and create individual reports, so that it is easier to assess how a company is performing.

Benefit for the customer

- Higher Flexibility
- Cost reduction based on lower staff and time effort
- Simpler document administration
- Faster planning process



„Implementing these solutions will allow us to react faster to our business environment changes, to be more flexible in identifying the right answers, to manage available resources and to monitor the impact they have on the joint effort to reach the desired performance level.“

Vivian Diaconescu, Chief Operating Officer Wholesale Division, A&D Pharma

S&T Romania

S&T Romania was founded in 1994. With over 13 years of local experience, S&T has been constantly involved in developing IT market in Romania. The company designs and implements complex IT solutions based on a comprehensive portfolio of software applications, hardware and communication infrastructure added with a complete range of consultancy, project management and software development. S&T Romania also provides training, technical support and maintenance services based on SLA-s as well as outsourcing services. S&T Romania is ISO 9001:2000, IQNet and TUV CERT certified and received "J.M.Juran Romanian Quality Award" for excellence in quality management.

S&T Romania belongs to the S&T Group, which, with more than 3,100 employees in 22 countries and annual sales in 2007 of 522,2 million Euro, is the leading provider of IT consultancy, solutions and services for customers in Central and Eastern Europe, in the Germany-Austria-Switzerland (DACH) region and in China and Japan.

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