

Case Study



Now it all adds up for Kern Pharma

Kern Pharma eliminates sales and
promotion headaches



Highlights

 Full visibility into sales and promotion processes

 Over €20 million in promotions are managed by Vistex per year

“Vistex Solutions for SAP have helped us to reduce time to market and gain full visibility into our sales and promotion processes. We are now able to adapt to new business requirements quickly and to change company rules flexibly accordingly. We’ve gained a trusted partner through this project.”

Alberto Almajano

Director, Sistemas de Información / CIO



Overview

In the last few years, **Kern Pharma** has experienced significant growth by adding new product lines with different commercial needs into the portfolio. This new requirement, in combination with a changing environment, drove the need to seek different solutions to be more flexible, manage promotions and discounts and adapt IT systems to their customer demands. The objective was to incentivize customers based on customer and product segmentation and increase the promotional benefit derived from sales commitment achievements. A change in the legislation was capping discounts,

making it the perfect time to look for a new solution that allowed them to be more flexible in their promotion and incentive management and adapt to new market needs aligned with their growth strategies.



Solution

Kern Pharma considered developing a solution in-house, but the company eliminated that option when it saw the capabilities offered by SAP margin optimization solutions by Vistex. Kern Pharma turned to Vistex for seamless integration with the company's current system landscape to cover all requirements to improve sales promotions to pharmacies. The IT department's workload has now been greatly reduced, as the Vistex solutions provide business users with greater autonomy.



Results

With SAP margin optimization solutions by Vistex, Kern Pharma is able to adapt its promotion programs. The company can now define more complex campaigns and promotions and detect the most beneficial campaign for the customer by product line through increased transparency and visibility into their programs. Business users have gained autonomy in the commercial area and are now able to define a commercial strategy according to company objectives. With the simplification and automation of internal procedures,

they eliminated the headaches and sources of error. Vistex solutions allow Kern Pharma to see the numbers and calculate real margins by material, giving full insight into profitability at the material level.

Kern Pharma is able to automatically manage complex promotions linked to committed values. This leads to better promotion programs, faster time to market, and a higher degree of competitiveness.



Headquarters: Barcelona, Spain

Industry: Life Sciences

Products: Pharmaceuticals

Revenue: €240 million

Employees: 800

Solutions implemented:

SAP margin optimization solutions by Vistex

– SAP Data Maintenance by Vistex, pricing option

– SAP Promotions & Agreements by Vistex

Let's Connect

About Kern Pharma

Kern Pharma is an Indukern Group company. With its purchase of a pharmaceutical plant in Terrassa (Barcelona province) from the Roche Group in April 1999, the Indukern Group consolidated its strategy in the area of human health. Kern Pharma carries on its activities in two main lines of business, which include developing, manufacturing, and marketing

pharmaceuticals with a strong emphasis on generics, and providing services for third parties, including development, contract manufacturing and chemical production.