

# Pharmarack's Platform reduces Manpower cost for a Pharma retail chain by 50%



## BACKGROUND

Indian Pharma Market is a complex supply chain with 800,000+ retailers ordering from 65,000+ distributors. An average retailer works with 15-20 distributors to fulfil his sourcing requirements.

Multiple distributors stock products from multiple companies, multiple SKUs, multiple quantities! The problem becomes even bigger for chain store owners as they need to source different SKUs for different locations at different times.

We were engaged by a large Pharma Retail Chain in the country to help solve for this complicated and unintelligent ordering process

## THEIR CHALLENGES



FRAGMENTED DISTRIBUTION SYSTEM



MANUAL ORDERING PROCESS



DELAYS IN ORDER PROCESSING



HIGH MANPOWER COSTS

## HOW WE SOLVED IT

Pharmarack is the largest integrated B2B network in the country that automates the pharma supply chains end-to-end.

In this case, a customized solution was developed for the retail chain which included a complex mapping and assignment algorithm. The end result was a user-friendly UI wherein they would only need to upload the order file and the system would automatically detect the set of distributors who could potentially fulfill the orders.

Once implemented, the impact was witnessed in no time!

## PHARMARACK DRIVES IMPACT



**SINGLE PLATFORM**

for all orders



**AUTOMATED**

ordering ecosystem



**50% DECREASE**

in manpower costs