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Europa Healthcare: Tracking Products and Gaining Clarity with SAP® Business One

Europa Healthcare Ltd is one of the top five pharmaceutical distributors in East Africa. It imports mainly from India and Europe. Annual revenues of over US$12 million and a workforce of 120 make it a major pharmaceutical player in the region. With distribution to a large customer base, product tracking is essential. With the SAP® Business One application, it integrated its warehouse activities with the rest of the business and **gained clarity**.

Integrating the warehouse with financials

Tracking medicines by specific criteria

Objectives
- Install an integrated software platform that supports clear and timely reporting
- Deploy central software solutions for accounts payable and receivable processes
- Improve inventory management

Why SAP
Enterprise resource planning (ERP) software that can generate reports supporting day-to-day operations

Why partner
- SAP gold partner
- Provision of a high level of aftersales support, which was praised by partner clients

Benefits
- Integrated warehouse operations with financial operations
- Eliminated need to manually generate Microsoft Excel reports
- Improved the tracking of purchases and sales of medicines by batch and expiry dates

Future plans
Intention to venture into the Uganda and Tanzania markets and thereby create a regional presence in the East African market

"We now have effective and efficient reporting, the tools to evaluate company performance, and support to submit inventory reorders. As a result we can service our customers better."

Preetha Subramanian, Director of Finance, Europa Healthcare Ltd

Company
Europa Healthcare Ltd

Headquarters
Nairobi, Kenya

Industry
Life sciences – pharmaceutical companies

Products and Services
Represents selected pharmaceutical manufacturers from Europe and India and markets their products exclusively in the Kenyan market

Employees
120

Partner
EIM Solutions Limited
www.eimsolutions.co.ke

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