



Advanced Distribution for Microsoft Dynamics AX

Consolidating international subsidiaries around an innovative and robust information system



TVHconsulting

the ERP expert



Pierre Fabre

A LEADING PHARMACEUTICS, DERMO-COSMETICS BRAND IN EUROPE. LEADER IN THE RESEARCH AND PRODUCTION OF PLANTBASED EXTRACTS.

Pierre Fabre Laboratories were created by pharmacist Pierre Fabre in Castres, France in the early 1960s. Pierre Fabre Laboratories had an annual turnover of 2 billion euros in 2013, of which 56% was realized internationally (44 subsidiaries across 5 continents).

Pierre Fabre Laboratories employ 10,000 collaborators who cover three complementary domains: medicine, health and dermo-cosmetics.

EXPERTISE:

International development, manufacturing and distribution of pharmaceutical and cosmetic products.

CHALLENGES OF THE SECTOR:

- Respond to traceability challenges and strict quality standards in production
- Enhance productivity
- Develop internationally

A PROJECT THAT CONNECTS 30 SUBSIDIARIES

With their headquarters equipped with SAP, Pierre Fabre Laboratories initiated a global project involving subsidiaries worldwide. Pierre Fabre had a dual objective, the first was to streamline business processes using best practices and the second was to deploy an ERP solution.

HARMONIZING BUSINESS PROCESSES ACROSS OUR SUBSIDIARIES

Stephane Roca Serra, Program Director at Pierre Fabre Laboratories, explains: "In terms of our subsidiaries, their information systems were assorted and often outdated. Reporting and performance tools were no longer pertinent and we did not have a management solution that responded to our desire to grow internationally. Our meeting with TVH Consulting was extremely beneficial. To help us decide on the right ERP, TVH Consulting first proposed a unique and structured approach based on performance indicators and our environment.

Choosing ADAX (Advanced Distribution for AX) was evident for several reasons:

- *Its ability to adapt to evolutions in the group*
- *The adaptations tailored to specific pharmaceutical and dermo-cosmetics business activities*
- *Takes into account distribution standards."*





ADAX Immediate Results



For this project, Pierre Fabre Laboratories chose TVH Consulting as their strategic partner because of TVH Consulting's dual role as software vendor and integrator, and for their expertise in designing a unique Core Model.

ADAX and its recommended deployment strategy are based on a Core Model that establishes a single product data repository. With ADAX, Pierre Fabre Laboratories streamlined their subsidiaries using a single solution that was interfaced with other group applications. The new system covers finance, logistics, sales, purchases, and EDI transactions with external partners (third party logistics providers).

This project allows Pierre Fabre Laboratories to simplify the group's production of reports. Joaquim Moreira, General Manager of Pierre Fabre Dermo-Cosmetics in Portugal, says: "The immediate and automatic generation of profit and loss statements from a point of sale reinforces a real culture of profitability amongst our sales team. Monitoring client pricing conditions and logistics of products will be more precise and thorough."

Stephane Rocca Serra summarizes, "With ADAX, we finally have a unique solution tailored to intense multichannel distribution that allows us to converge our different points of sale (from the web, call center, and more). This substantially improves our flexibility and reactivity vis-à-vis our clients."

ADAX STRENGTHS integrated by TVH Consulting

- > Compatible system tailored to pharmaceutical challenges
- > Secures order-to-cash processes across subsidiaries
- > Simplifies the production of reports
- > Sets up customer purchasing organizations (hierarchies) with an option to segment by central site, product type and more
- > Configurable pricing engine: cascading discounts, priority rules, free products, etc.
- > Up & cross selling features during sales order entry and order blocking
- > Defines carrier contracts (based on calendars, pricing matrix, and more), transport routes, customer transport legs (hubs, dispatch distribution centers), and freight reconciliation

To read more client case studies,
visit www.adax-erp.com



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Implementing ADAX for Pierre Fabre Laboratories TVH Consulting Strengths

- Prior experience in deploying international projects thanks to a solid network of distributors
- A team that meticulously applies Microsoft Best Practices to all audit elements (technical, functional, translation and development)
- Reliable and devoted team with shared values
- Solid competencies around Microsoft Dynamics AX allow personalization of the solution to fit pharmaceutical requirements
- Double proficiencies as software vendor and Integrator

Expertise, efficiency, commitment

"The versatility of ADAX and Dynamics AX, the implication of the TVH Consulting team, and the perfect collaboration amongst all participating parties allowed us to create a core model under a unique infrastructure. We deployed ADAX in Lisbon in 11 months.

Pierre Fabre and TVH Consulting leveraged this first experience and deployed ADAX and the Core Model in Portugal, Canada, Italy, Scandanavia, the Middle East, and Chile under excellent working conditions. By 2019, all subsidiaries of Pierre Fabre Laboratories will be equipped with ADAX."

Sophie Lardeau, International IT Manager, Pierre Fabre Laboratories



2011 Microsoft Dynamics
ISV of the Year Finalist
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