



LOGISTA PHARMA

PROCESSING ORDERS THREE TIMES FASTER THANKS TO ORDER MANAGEMENT AUTOMATION

100k
orders

PROCESSED PER YEAR

60
laboratories

WHERE ORDERS ARE
PROCESSED FROM

4X

ORDER VOLUME QUADRUPLED
IN JUST TWO YEARS

BACKGROUND

Logista Pharma, part of the Logista Group, is an independent distributor of pharmaceutical products in Spain and Portugal. The company provides logistics services to the pharmaceutical industry, managing its incoming orders, processing and delivering them.

Logista Pharma's account management department handles orders and deliveries for laboratories in Spain and Portugal, to over 70,000 end customers.

Based on company success, Logista Pharma aims to exceed 100,000 annual orders. This desired growth led the company to put in place an order management automation solution to increase capacity and achieve full control and visibility over the process.

SOLUTION

Logista Pharma selected Esker based on its experience in the pharmaceutical sector and its adaptability to meet the company's specific requirements.

Logista Pharma's customer service department is organized by customer type. Orders received via Esker arrive either by fax or email (with or without an attachment)

and are handled differently depending on whether they are one-off orders or crosschecked with master data in the SAP® system.

Esker offers a series of features designed specifically for the pharmaceutical sector, including:

- **Conversion of quantities ordered** to formats that the laboratory offers (e.g., units, tablets, bags, etc.)
- **Specific workflow** for orders sent to prisons
- **Order splitting by type of material:** lines from the original order are grouped into a new order by destination or product type (e.g., hazardous, refrigerated, regulated, etc.)
- **Automatic material mapping** between the ERP master data and the national code, hospital code or EAN
- **Classification by customer type** (e.g., hospital, wholesaler, pharmacy, etc.)
- **Hospital order management:** daily orders containing only a few line items
- **Wholesaler order management:** weekly orders with a larger number of line items
- **Pharmacy order management:** orders received by sales reps or the central office and forwarded by email to Logista Pharma's customer service

*"The most impressive part of this project is Esker's **remarkable capacity** to add new customers and manage them **without any disruption** to our operations. A new laboratory customer can be set up in less than two days. We are experiencing monthly volume increases **without any problems.**"*

BENEFITS

Implemented in just a few months, Esker has enabled Logista Pharma to achieve the following benefits:



Faster order management: With automation, order processing is now **three times faster**.



Customer service quality and focus: Automation of repetitive tasks allows staff members more time for customers.



Increased operating capacity: Real-time task repartition is agile and the company is able to react quickly in the event of contingency.



Fewer errors: The elimination of manual data entry has reduced errors, which has resulted in fewer customer complaints.



Reduced operating costs: Thanks to optimization, control and visibility are achieved across the entire process, from order to delivery to the end customer.



Supported growth: Thanks to order management automation, the customer service department can serve a growing customer base.

NEXT STEPS

Logista Pharma wants to offer its customers a more comprehensive service, so it plans to add new Esker solution features, including: EDI order archiving and anomaly detection to automatically identify orders with potential quantity or price errors.



*“Thanks to Esker, we are able to offer a **substantial competitive advantage** to the pharmaceutical industry: our commitment to traceability, economies of scale, and efficiencies, together with **full control** of the order lifecycle up to the final delivery to the customer.”*

Irene Ballesteros | Channel Customer Service Manager

ABOUT LOGISTA GROUP

Logista Spain is the leading distributor of products and services to local retailers, delivering to more than 150,000 points of sale across the country, providing the best and fastest market access to any kind of products including tobacco-related, convenience, e-transactions, pharmaceutical, books, publications and lottery.

Logista Pharma is the Logista Group's company specializing in distribution for the pharmaceutical industry. Logista Pharma is the leader in pharmaceutical distribution to hospitals and primary healthcare centers, adding its consolidated expertise in distribution to wholesalers and its growing presence in distribution to pharmacies.