

A Pricing and Discounting System for a leading Pharma Company

The challenge:

Replace not one but 12 different pricing and discounting systems. That was our original brief from the sales and marketing team at this leading UK company. These systems annually managed the sale of all prescription pharmaceuticals sold by the company in the UK.

Over the years, the team had devised new ways to market and sell their products to their customers. Their inflexible systems were a headache to manage. To complicate matters, their three main customer groups - distributors, hospitals and doctors – had hugely varied prices and discounts. Many factors influenced this complex, information-rich process.

With the merger of this company with another, the number of systems grew to over 20 and the need became business-critical. Our deadline was set in stone, the date upon which the newly merged company was due to start trading. The new company was unable to trade unless our solution was in place. Any delay would cost them up to 1 million pounds of lost income each day.

Our unique solution:

Our background in the pharmaceutical industry gave us a unique understanding of their business. So we started afresh and built one internal, web-based system that was uniquely future proof. By ensuring the system was generic and flexible enough to integrate extra functionality, we delivered a tool that didn't just manage the short term, but modelled future outcomes.

After pulling out all the stops, we delivered the system in just six months. It provides all of the functionality it was designed to do, and performs like a dream.

The results:

Our biggest and most successful project to date, the system saves this company approximately 100 million pounds' worth of discounts every year, whilst managing one billion pounds' worth of pharmaceutical business.

Despite the complexity of the information that the system handles, the system is very easy to use. The training course takes just 2 hours.

Technologies:

Microsoft ASP.Net
Oracle Database
Integration with various corporate systems including JD Edwards

[For more information, or to find out how we can help you:](#)

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