

Medicin Farmaceutica, Honduras

Medical Products Supplier makes use of HansaWorld's mobile technology to receive easy access to their business information

The Company

Medicin Farmacéutica is one of Honduras's main suppliers of health care products. The company supplies large cities as Tegucigalpa, San Pedro Sula and Ceiba; while at the same time representing international trademarks such as Medpharma, Alfer, Selectpharma and Kimberly.

The New Challenge

The company has seen its volume of orders increasing and has been looking for a system to efficiently match that growth and raise the quality of service provided to the customers. Another important expectation to the new system was to provide accurate information about the market tendencies, such as sales statistics per region, city, sales person, product line etc.

The Solution

Medicin Farmacéutica uses a Windows 2003 Server and the HansaWorld database for their implementation of HansaWorld Enterprise. All mobile users - sales people and medical sales representatives - log into the main company by using Nokia 9300 business phones with GPRS technology.

Benefits and The Implementation Process

- **Better control.**
Medicin now has better control over the stock, booking all the costs related to purchases and sales transactions. This information can be used for daily reporting, instead of the monthly reporting they used to have.
- **Easy remote access.**
The administrative personnel and employees from Medicin can take requests and sales orders simply by using cell phones with the HansaWorld application installed. The sales team can now enter Sales Orders directly by using their cell phones, connecting to the server and having access to updated data, thus making paper-based ordering obsolete.
- **Reduced waiting times.**
The company was expecting to dramatically reduce waiting times. With HansaWorld, Medicin has control over its processes and can get accurate reporting immediately.
- **Integrated customer information.**
The customer service department has been reorganized. With the aid of HansaWorld's Customer Relationship Management functionality, the company has an updated customer database that keeps all the information integrated with the rest of the system. One of the new implemented routines includes registering Activities, specifying the time every delivery is made.
- **Easier delegation of tasks.**
The organization of work has always been important for Medicin. The company supplies medical products to different cities inside the territory; and with up-to-date and precise information, the delegation of specific tasks to each person has been made easier.



- **Sound financial reporting.**
The final objective of providing the accountancy department with the correct administrative information in order to have financial reports without the need of external advisory has been achieved.
- **Decrease of manual work.**
Medicin's suppliers provide them with special promotions per products sold, which results on free products for the final customers. Before the implementation it was necessary to register this situation in two different invoices; with HansaWorld the transaction is registered in only one invoice with 100% discount.

The implementation began on November 7th of 2006 and by January 2007 the system was already live. Now all the executive personnel inside Honduras log in to the system to enter and check the orders status online, connecting directly with the database in Tegucigalpa.

Future Expectations

In the near future Medicin Farmacéutica will implement the E-commerce module, taking care of issuing Sales and Purchase Orders and answering status questions through the web.

On the other side, the analysis of the data will be integrated with a Business Intelligence tool, for more precise ad hoc data reporting. "Since the start of our company, controlling information has always been the first priority. With HansaWorld we have found the business solution we've been looking for," expressed Medicin's manager Danilo Lou.

About HansaWorld

HansaWorld is a business solutions provider with nearly 20 years of experience in the international software market. It is our ambition to stay ahead of change and constantly offer customers more efficient ways of running their businesses. With more than 67,000 installations worldwide, we have the experience to be your future-proof software partner combining global knowledge and local representation.