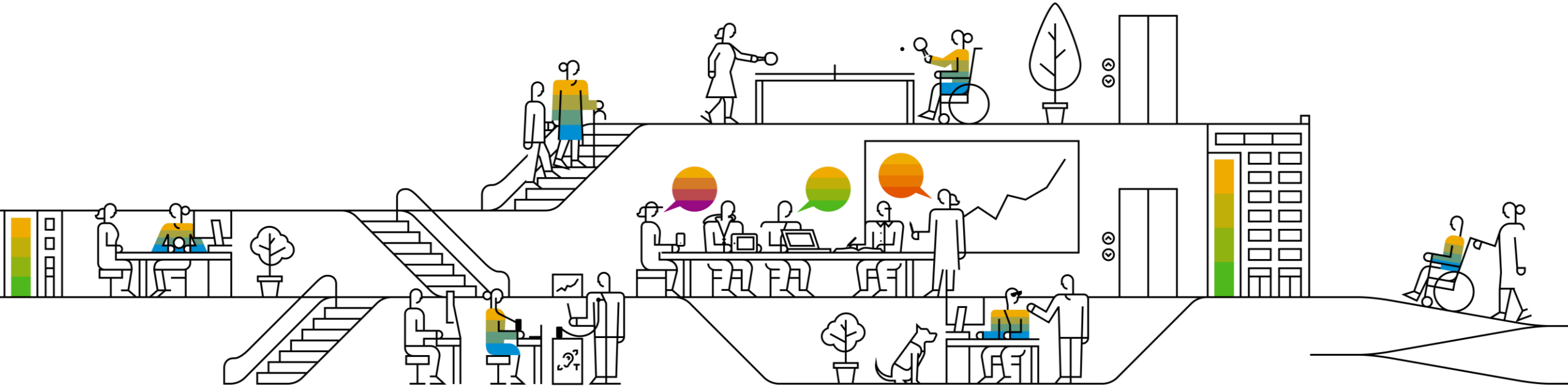

Zuellig Pharma

Intelligent Automation and Digital Assistance Across the Enterprise Driving Operational Efficiency

SAP Best Run Awards for SEA

ZUELLIG PHARMA

THE BEST RUN SAP

Company Information

Headquarter	Philippines
Industry	Pharmaceuticals
Website	www.zuelligpharma.com/about-us

Zuellig Pharma is one of the largest healthcare services groups in Asia and their purpose is to make healthcare more accessible. They provide world-class distribution, digital and commercial services to support the growing healthcare needs in this region. The company was started almost a hundred years ago and has grown to become a US$13 billion business covering 13 markets with over 12,000 employees. Their people serve over 350,000 medical facilities and work with over 500 clients, including the top 20 pharmaceutical companies in the world.

More recently, They launched our Zuellig Health Solutions Innovation Centre to develop new services and address some pressing healthcare needs in Asia. Since then, their teams have been focused on creating data, digital and disease management solutions, supporting patients with chronic conditions and helping payors manage healthcare costs.

Thailand Sales Order Robots

Zuellig Pharma

Before we implemented SAP iRPA, we often see staff engaging in repetitive activities, for example, downloading orders from more than 60s different ID accounts. But with SAP iRPA they can jump out from this task.

This is the greatest benefit of robotic process automation for us, to free up our members from many tedious routine low-value tasks, and they now can focus on higher-value assignments.

It helps us to increase our engagement. Higher-value tasks allow our members to feel more invested in their work.

- Tom Vanmolkot, EVP Distribution and Client Services -

Challenge

Our Thailand business unit receives 500-1000 orders per day, via emails with Excel template attachments or via e-commerce portals. It takes **162 man days** per month to manually process the sales orders into SAP, as well as ensure the orders are created and subsequently fulfilled in a timely manner.

Solution

Four robots were created to process the Excel templates and e-commerce portals. The robots are developed by calling the SAP BAPI to process the orders and deals with complex BOM explosion, pricing, and bonus scenarios. The robots are triggered every 30 minutes throughout the day.

Outcome

Using the robots created, the manual process for one month's orders (~15K SO) was reduced from 162 man days to just **11 man days**. The solution was then extended to cater more processes. In one year, the robots were able to process approx. 200K sales orders **(approx. 0.5M line item p.a).**

4 robots

To process excel templates, and ecommerce portals that create SAP SO's via BAPI

128 man-days per year

For the robots to process the orders. Manually the process would take **1,950 man-days** per year

180K

SO's created per year

Philippines PDF Purchase Order Robot

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Challenge

The Philippines business unit receives many purchase orders in PDF formats. Currently, users manually create the sales orders. It is a very time-consuming and error-prone process, which leads to frustrated customers due to delayed orders.

Solution

An in-house PDF extraction solution was built and deployed to SCP as an API. A robot that is triggered by emails received with a PDF attachment was created. It then calls the API to extract the data from the PDF. All extracted data is returned and processed to create the sale orders.

Outcome

The robot can successfully process multiple PDFs with 100% accuracy and create a POI (purchase order interface) file that is processed in SAP which creates the sales orders. In 3 months, the robot processed 6K PDF purchase orders just for one customer in 1 man-day. The robot is expected to process 25K p.a. with a total of 100K line items.

1 robot

Triggered by email receipt, extracts data from PDF and creates sales orders

3 man-days

For the robot to process the PDFs, compared with manual process of **275 man-days annually**

18K

PDFs processed per annum. Once additional PDFs implemented **~25K p.a. Orders** can be processed

Philippines eZConsult

Zuellig Pharma

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Challenge

Doctors register for online patient consultations in Zuellig Pharma eZConsult mobile application. During the registration, the doctor's license details must be validated by the government portal to ensure that only licensed doctors register. In addition, once all the bank details are provided an SAP vendor account must be created.

Solution

A license validation robot triggered by the mobile app was developed. Once a doctor submits their license details, APIs will trigger the robot to launch the government portal to validate the license and send the status back to the application. A vendor creation robot creates a vendor account in SAP once all details are provided in the app. A vendor ID is then returned to the app.

Outcome

The robots successfully integrated with the eZConsult mobile application, creating doctor vendor accounts and validating doctors license details. This reduces the risk of Zuellig Pharma onboarding unlicensed doctors.

2 robots
Triggered by API calls from eZconsult Mobile application

1 week
To develop both robots

1K
Doctors license validated and SAP vendor accounts created

Philippines (PH) Robots

Zuellig Pharma

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Challenge

Many processes were identified in the Philippines Business Unit to be automated. These include processing debit notes from a vendors portal, updating expired license details in SAP, and creating new pricing conditions in SAP.

Solution

Creating robots to extract/download data from portals and post to SAP. The robots were created to log-in to SAP, update license details, and create pricing conditions. The process includes validation.

Outcome

Customer license details are updated in SAP during a nightly process to ensure no materials are sold to customers with an expired license. This mitigates regulatory and penalty risks to Zuellig Pharma. Conditions were created in SAP promptly to ensure order creation is done with the correct price updates.

5 robots

To process license, validate doctors, create pricing conditions, and extract from portals

1 man-day

For the robot to complete the processes, compared with the manual process of **100 days annually**

13 processes

Same robots deployed to other business units covering similar processes

Taiwan Customer Orders via Email and Portal Robots

Zuellig Pharma

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Challenge

60 processes had to be automated in Taiwan. Orders are received from customer emails and customer portals. A team of 20 are dedicated to these processes. They extract order details from the email body, attachments, and from the customer portal. Automating these would save a considerable amount of time and ensure orders are created and delivered on time.

Solution

Creating RPA robots that read emails, download attachments, read order details from the email body and validate the order. The robots then send these details to SAP to process the orders. They also log in to customer portals including entering CAPTCHA details, download orders, then confirm orders, validate and send to SAP. The robots send email notifications to the users throughout the process.

Outcome

Currently, 15 robots successfully process many customers' emails per day and send the order details to SAP. The robots also log in successfully to customer portals and in some cases log in using many user IDs to download, enter CAPTCHA details and confirm orders.

15 robots
Triggered by email receipt or scheduled, extracts sales orders from emails or portals

2 FTE
Savings per year

600K
Orders processed per annum

Philippines eZConsult

Zuellig Pharma

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Challenge

We had to download and process vendor's PDF debit notes for Singapore business unit. The process required manually extracting details from PDFs and creating Excel sheets in SAP-parked document journals. The PDFs also had to be posted and manually entered into SAP. It is a time-consuming process during the month-end.

Solution

We created an in-house PDF extraction tool deployed in SCP. The robot uses API to extract PDF details, create Excel journals, and post to SAP. The robot uses SCP API to update PDFs with SAP document numbers for easy audit trails.

Outcome

5 vendor robots were created. They process debit notes during month-end, reducing the processing time from 3-4 days to 10-15 minutes in total.

5 robots
To process PDFs from emails or the portal

4 days
Saved during month-end processing

12K
Debit notes (PDFs) processed per year

AskZip Chatbot

Zuellig Pharma

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Challenge

Replace the current process where customers contact account receivables/customer services for frequently asked questions. Currently, a team of over 20 AR specialists responds to customer queries. There is a need to focus on key inquiries and remove FAQs.

Solution

Developed a chatbot for mobile phones that allow customers to ask about their credit limit, account balance, settle their account via HSBC gateway, check order status, request to view, and email statement of account. Customers can register for the chatbot using an OTP and verification emails. This is further supported by an RPA bot at the backend.

Outcome

This curated autonomous end-to-end seamless solution optimizes workflow with zero manual intervention or human handling. It thus enhances customers' convenience and experience.

5 robots
Deployed for Malaysia. Same robot to be deployed to other business units

200+
Registered customers

30%
Reduction in FAQs processed directly by the team

Business Challenges and Objectives

Many say the pandemic is accelerating digital transformation among organizations. Online transactions have increased, as consumers and businesses order more products and services via the Web. Demand for cloud services have risen, in part because of the need to support more e-commerce transactions and home-based workers.

Zuellig Pharma is no different. Automation is a vital ingredient to our transformation, which is why it was essential to have a strategy in place to leverage tools such as RPA. We have traditionally relied on our employees to manually process repetitive tasks such as order input or delivery shipments. Almost overnight, sweeping social and economic restrictions forced us to rethink our processes and workflows. Suddenly, we had to use technology to become an accelerator of change and ensure that we could continue to make health care accessible.

Zuellig Pharma decided to pioneer digital bots to develop innovative products that meet the expected highest standards.

The objective was to deploy and scale robots across the enterprise to drive the adoption of automation.

Automating processes that were repetitive and well-defined resulted in significant cost savings whilst allowing resources to be used on value-added tasks. Building and deploying digital assistance for customer experience with chatbots included the addition of features to enquire about account balance, credit limits, order status, and settlement of outstanding balances. This enabled Zuellig Pharma to continue daily operations during the pandemic and continue to serve customers with an enhanced experience.

Project / Use Case Details

The past few years in the logistics industry have featured more transformational change than in perhaps the previous century, and the full effects of this are just beginning. The maturation of globalization, the exponential rise of e-commerce, the constant threat of technology disruption, and, most recently, the coronavirus pandemic have fundamentally shifted the entry costs of doing business in the 21st century. As we sit down to reflect on trends in logistics – past, present, and future – one truth becomes abundantly clear: Logistics is entering a transformative decade.

Predictions by multiple industry analysts, consultants, and strategy gurus have come true in terms of the tremendous growth of automation. The rise of Robotic Process Automation (RPA) as a technological enabler has been exponential and has become a prerequisite for improving business performance.

One of the biggest challenges we faced in pursuing RPA was creating at an industrial scale. How do we go from 1 robot to 100 or more? The processes, tooling, and infrastructure needed to develop in-house robots cannot simply be incremented at scale. To succeed, we had to redesign our entire approach.

While a lot of the hype is focused on enabling technologies to accelerate the development of robots, the real challenge we face in scaling our digital RPA workforce lay in having a flexible cloud-based platform, better operating model design, and most importantly, a better appreciation of human nature.

The adoption of SAP iRPA has helped us to overcome these challenges and pioneer the deployment of digital bots that meet the expected highest standards.

Benefits and Outcomes

Business / Social

1. Cost-effective, proven capability
2. Accuracy and quality, thus greater customer satisfaction
3. Consistency
4. Faster processing
5. Robots capture KPIs in log files to review post-production if KPIs are being satisfied

IT

1. Increased employee productivity
2. Increased employee satisfaction as they can focus on more fulfilling tasks
3. Enabling business involvement throughout the process.
4. Proven capability so business can confidently continue their automation journey

Human Empowerment

1. Better IT support and management
2. Improved data quality
3. Improved internal service levels
4. Advanced governance
5. Quick deployments and re-usability
6. Agile development with key business user's involvement
7. No change required in SAP ERP for a robot to complete processes.

Architecture

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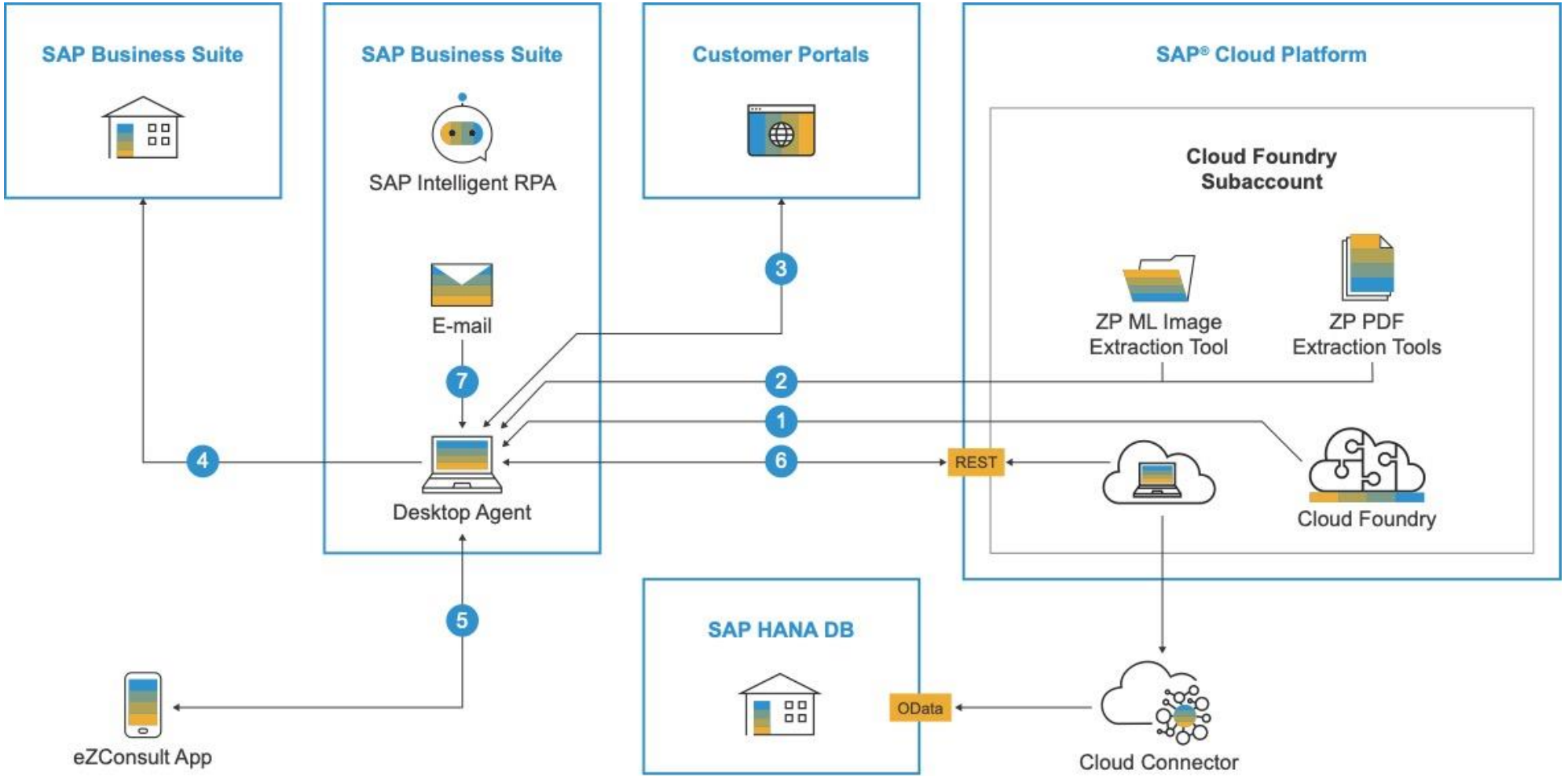
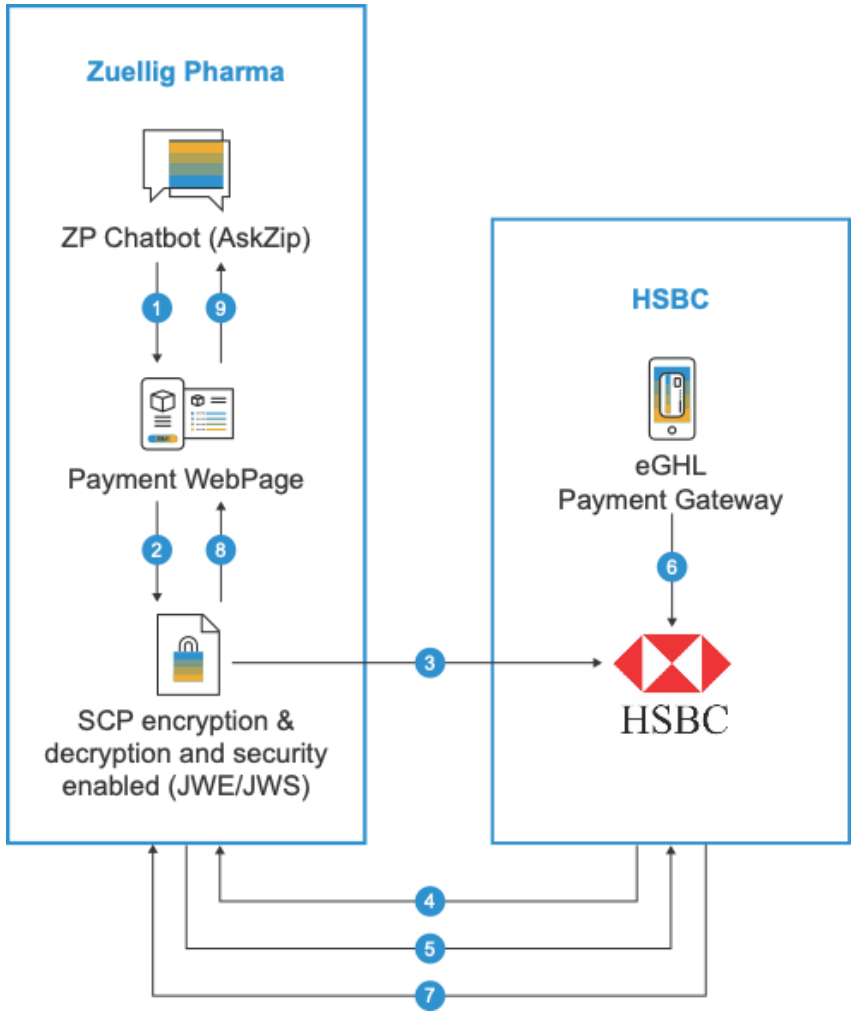


Architecture

1. Customer can make a full payment of their AR balance via AskZiP, all invoices o/s that are due for payment in the current month are displayed in the payment web page.
2. When the customer clicks the Pay button, the webpage triggers an API call to SCP and passes the customer details and amount to pay.
3. SCP will then trigger an API call in encrypted format to HSBC to provide merchant ID details.
4. HSBC will then send a response back to SCP with the eGHL API (payment gateway).
5. They payment gateway (eGHL 3rd party) is then launched for the user to complete the payment.
6. eGHL then sends the payment details to HSBC for processing.
7. HSBC then returns a notification in encrypted format back to SCP with the transaction ID and successful/unsuccessful message.
8. The transaction ID and the message is displayed to the customer in the webpage.
9. Customer is then returned to AskZiP chatbot.



If you have any enquiries, please email sapbestrunawardssea@in2ideas.com