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case study

# PLIVA



“ Since we deployed Ivici, we have halved delivery times to our customers”

**Julie Green Ex-Director of Operations Pliva**

## PLIVA

PLIVA is the European pharmaceutical subsidiary of Barr Pharmaceuticals, Inc., a global specialty pharmaceutical company engaged in the development, manufacture and marketing of generic and proprietary pharmaceuticals, biopharmaceuticals and active pharmaceutical ingredients.

Established in 1921 and with headquarters in Zagreb, Croatia, PLIVA is the leading Central and Eastern European pharmaceutical company with a portfolio of more than 1200 products competing in over 30 countries worldwide, including the key markets of Croatia, Germany, Poland and Russia. PLIVA develops, manufactures and markets both finished dosage form branded generic pharmaceutical products and active pharmaceutical ingredients (APIs), with products including solid dose forms, injectables, creams/ointments, Over-The-Counter (OTC) products, cytostatics, and APIs. PLIVA is also an emerging participant in the generic biopharmaceutical arena.

PLIVA finds the need for bespoke software from time to time, which enables them to conform to changing legislative requirements. As Ivici's authors are in-house, all bespoke software, such as the product restriction programme, whereby certain products are restricted from sale to certain customers, are integrated seamlessly into Ivici.

PLIVA has been recognized by the judgement panel of the Effective IT Awards for its Hosted implementation of Ivici, and was an award winner in the category: Most Effective Use of Outsourcing.

Ivici proposed that PLIVA take delivery of its system as an outsourced deployment and let Ivici and its partners take care of running servers 24x7. This gives PLIVA the growth and flexibility they need with low deployment costs and minimal service disruption.

Julie and the team have experienced immediate benefits as a result of choosing the outsourcing route. "Because we chose to have this service delivered via a hosted system, we have incurred minimal service disruption, no costly IT staff and no costly hardware investment", comments Julie.

## PLIVA's requirements

- To give a better and faster customer service
- Meet the onerous requirements required by legislators of the pharmaceutical industry, with regards to Batch Traceability and Serial Number Tracking
- Meet the security requirements regarding the storage of historical data
- Be able to communicate electronically with NHS systems
- Give PLIVA's sales team the ability to use PDAs (Personal Digital Assistants), in the field for customer ordering/Stock enquiries/ Account enquiries
- Give customers the ability to enquire of the PLIVA system for Account/Order/ Stock status

## Why Ivici

From a field of well known names that included SAP, Sun Systems, Navision and Sage, PLIVA selected Ivici from Irish based developer, Ivici Software.

"Ivici stood out from all the other suppliers," commented Julie

"They understood the needs of our business. As the UK subsidiary of a large company we have extensive financial and reporting needs akin to that of a business many times our size. So the traditional small to mid market system would not have had the breadth of functionality or the sophistication to meet our needs.

Ivici was able to provide Pliva with the level of functionality we required and ensured our unique internal processes were incorporated into their existing functionality

### arrange a product demo

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