



Vivax Pharmaceuticals

Company Facts

- Location: Venezuela
- Industry: Pharmaceutical
- Web site: www.vivax.com.ve

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Vicente Martínez, Finance Manager | Vivax Pharmaceuticals de Venezuela

Founded in 1994, Vivax Pharmaceuticals has been steadily growing in the Venezuelan pharmaceutical market. Vicente Martínez, finance manager, says that from 2006 to 2007 the company registered a 40% growth in sales. “Epicor was installed in 2006, and the solution has accompanied us in this growth,” he said.

The company produces and markets 300 items, and is best known in Venezuela by its star product, “the blue capsule vitamin”, the only hydro-miscible vitamin E in the country. Vivax has a market share of nearly 70% in the vitamin E segment.

Before 2006, Vivax Pharmaceuticals ran on an in-house developed software for accounting management. Working closely with Epicor’s business partner in Venezuela, SCS Consultores, the company decided to implement an enterprise resource planning (ERP) solution, based on innovative technology which would enable a significant improvement in customer service.

The solution evaluation process took into account both functionality and technology platform, as well as its capacity to support current and future business needs. “One of the aspects that weighed most in our decision to select Epicor was the versatility of the software solution,” said Martínez.

Besides cost, the fact that Epicor is a proven solution in the pharmaceutical industry, was key to acknowledge the value it added to the company. Martínez added that prior to working at Vivax, he was employed at the German laboratory Schering Venezuela, which uses Epicor. This gave him the opportunity to experience and test the system first hand.

“We were looking for an adequate software solution for a midsize company,” he said. “Epicor turned out to be the best fit for our requirements.”

Success Highlights

Challenges

- Improve processes to optimize customer service

Solution

- Epicor iScala

Benefits

- Reliability in inventory management
- Decrease of time for invoicing delivery processes
- Increased customer satisfaction
- Improved productivity

The biggest challenge for the lab was to continually improve its customer service. “As a company we are dedicated to our customers; thus, the most important benefit that we have achieved with Epicor is the possibility of offering better response than,” he said.

For Martínez, inventory reliability is a crucial matter, due to the fact that it directly impacts customer service. “With better inventory management and more reliable and updated information, we have improved delivery and invoicing times,” he said.

He added that as a result, errors have been minimized, and explained: “When you don’t have reliable inventory information, you could invoice products which are not in stock causing delays in delivery and affecting customer satisfaction. With Epicor we can make sure that what is invoiced is delivered on time.”

Among the solution advantages, ease of use and its dynamics are key features that have simplified the job. “Being online has also allowed better interaction among departments,” he added.

During the first stage of the process, Vivax implemented Epicor finance and logistics modules. The company’s following steps were to run the Business Intelligence (BI) tools and production modules of the solution.

About Epicor

Epicor Software Corporation is a global leader delivering business software solutions to the manufacturing, distribution, retail, and service industries. With more than 40 years of experience, Epicor has more than 20,000 customers in over 150 countries. Epicor solutions enable companies to drive increased efficiency and improve profitability. With a history of innovation, industry expertise and passion for excellence, Epicor inspires customers to build lasting competitive advantage. Epicor provides the single point of accountability that local, regional, and global businesses demand. For more information, visit www.epicor.com.



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