

Pharmaceutical Solutions Industry implements a truly global ERP solution

"This EnterpriseOne* implementation has equipped PSI with a truly global ERP solution. We feel secure in the knowledge that EnterpriseOne puts us at the fore of domestic business culture and also allows us to facilitate our growth in the world wide pharmaceutical industry."
Eng. Ayman Rambo



ERP solutions are a vital part of modern business culture. Companies in the US, Europe and the Far East are commencing second, third or fourth generation ERP implementations. Using established solution knowledge to make customisations and integrate complementary software, these companies can guarantee that their ERP systems are investments for business growth. In 2002 in Saudi Arabia, however, the adoption of ERP into large organisations had not yet been readily embraced and such implementations were exceptional business and financial investments.

Pharmaceutical Solutions Industry Ltd (PSI) is a manufacturer and distributor of liquid pharmaceuticals, operating from a number of sites across Saudi Arabia. Until 2000 PSI was using IT operating systems that were developed internally and not integrated. This aging technology, plus the need for full visibility of business critical information across its organisation, led PSI to explore its options. Eng. Ayman Rambo, IT Project Manager of Pharmaceutical Solutions Industry comments, "We needed to upgrade our IT systems across the business, and felt that by implementing an ERP solution we could achieve full integration of our financial, distribution and manufacturing processes. In the long term, such a solution will also enable PSI to incorporate additional functionality specific to our pharmaceutical needs."



PSI chose JD Edwards EnterpriseOne software because of its proven world-wide references in the chemical and pharmaceutical industries. Rambo remarked, "We believe that EnterpriseOne will enable PSI to improve existing business processes, increase document flow integration and also allow greater accessibility to valuable business information."

PSI used a team of consultants from Whitehouse's Polish office to project manage the implementation. Whitehouse's team brought to PSI an in depth knowledge of EnterpriseOne pharmaceutical solutions. Whitehouse Consultants' Distribution/Logistics Project Leader believed, "We helped PSI to achieve sophisticated supply chain integration including Raw and Packaging Materials Management System, Finished Products Stock Management System and Procurement and Sales Management Systems. Close co-operation of financial and distribution project teams has also led to the development of a very efficient integrated accounting system."

*EnterpriseOne was known at the time of the project as OneWorld

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Case Study

EnterpriseOne

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PSI's commitment to the implementation and the lack of JD Edwards resource in Saudi Arabia led to Whitehouse's consultants working with an internal project team that has been specifically trained to work solely on the EnterpriseOne project. The implementation of an American ERP solution into a Saudi Arabian company using Polish JD Edwards consultants did cause one or two obstacles for the project team to overcome. Whitehouse Consultants' Project Manager and Financial Project Leader commented, "The transfer of our solution knowledge has proven to be globally applicable, yet one of the most challenging aspects of this project was adapting to Saudi business culture."



"JD Edwards is very new technology in Saudi Arabia; the management team at PSI is excited about the many business benefits that EnterpriseOne is expected to bring. When we began to discuss the roll-out of EnterpriseOne, PSI initially wanted to implement all the modules in one go; with our guidance this approach was restructured." After the functional analysis phase, PSI implemented distribution and financials; the manufacturing phase was then implemented in 2003.

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