



SAP®  
Pharmaceuticals

Executive Summary



**QUALITY**

**HEALTHCARE REFORM**

**COSTS**

**TIME-TO-MARKET**

**NEW MARKETS**

**COMPETITION**

**GENERIC DRUGS**

**MERGERS & ACQUISITIONS**

**JOINT VENTURES**

**REGULATORY COMPLIANCE**

**GLOBALIZATION**



# ***How do you Improve Your Global Competitiveness in an Ever Changing Environment?***

Industry reform is changing the fundamental focus of the pharmaceutical industry — and the industry's customers. Demands for quality have never been higher. Time-to-market and total quality management are the keys to market success and increased profitability. Sharing information across the supply chain is essential.

Pharmaceutical companies must meet many new challenges to ensure efficient business operations. There are external challenges from competitors, generic drug manufacturers, and health care organizations, as well as internal challenges to decrease the costs of sales, R&D, and manufacturing. Finally, governmental guidelines in the form of regulatory requirements need timely knowledge, interpretation, and dissemination to ensure compliance.

The pharmaceutical industry must also address the difficulties brought on by expansion into new markets. These challenges include increased competition, continuously evolving corporate structures, as well as mergers and partnerships.

## **Now Is the Time to Act**

With the SAP Pharmaceuticals solution, you can create an environment that is flexible and responsive to changes within your industry. SAP Pharmaceuticals enables you to share timely and accurate information across distributed corporate functions and divisions.

## **How Is This Achieved?**

SAP Pharmaceuticals does the following:

- Integrates business processes and people across borders and around the world for efficient workflow, higher productivity, and lower costs
- Strategically links your business from R&D through to customer shipment to ensure consistent quality, regulatory compliance, and more satisfied customers
- Creates a seamless operation that gives management timely and strategic information to ensure faster time-to-market so you can take on new challenges and business opportunities
- Sets the stage to manage change — to keep pace with the industry changes of mergers, business improvement, and changing customer focus, while maintaining control and audibility

As the world's leading client/server software company, SAP offers more than just software — we offer a solutions for your business. SAP has the know-how and expertise to help you tackle these challenges.

**We're ready to help you now.**



# Set Your Course for a Solid Return on Investment with SAP

The pharmaceutical business environment is constantly changing. Information — and your ability to put it to work — is key to establishing a competitive advantage. An integrated business information system enhances your business processes by establishing a seamless, global network of information, allowing you to make informed, far-reaching decisions with confidence.

SAP offers you such an information system — the SAP Pharmaceuticals solution. The solution helps you manage new drug development projects, control costs, increase profits, and manage your

field sales force more effectively. Behind the scenes, SAP Pharmaceuticals seamlessly links a complex array of strategic business processes into a logical flow. This allows your organization to be extremely efficient while satisfying customer expectations. This gives you what you are really looking for in an information system — a solid and swift return on your investment.

## Ensuring the Lowest Cost of Ownership

Total cost of ownership (TCO) is both an awareness of Enterprise Resource Planning (ERP) cost drivers, and a process for reducing these costs to the lowest levels consistent with an effective and productive organization. SAP can help you understand the full scope of these costs through the entire life cycle of your ERP system — it is a holistic approach to ERP costs that avoids the traps of piecemeal data and hidden costs.

SAP is committed to helping its customers run their R/3 Systems with lowest cost of ownership (LCO) over the systems' entire life cycle. SAP supports this by helping you trim costs with a wide array of best practice tools and services, and by avoiding other costs through seamless integration of your business processes.

SAP can help you assess the feasibility of your project's cost and define the total cost of ownership before you make a purchase decision, so you know up front that your project's benefits (including strategic benefits) will outweigh the total costs of ownership.

## SAP Pharmaceuticals — Return on Investment

- Improved customer responsiveness
- Strengthened supply chain partnerships
- Enhanced organizational flexibility
- Improved decision-making capabilities
- Reduced time-to-market



# Maximize your ROI with SAP Pharmaceuticals

## Drug Discovery

- More efficient transfer of technology to manufacturing
- Improved ability to ensure consistent quality operations beginning with R&D
- Increased visibility that leverages R&D planning, execution and control

## Clinical Trials and Approvals

- Integrated project capability helps to reduce time-to-market
- Enhanced ability to capture bench-level process in the lab and scale-up to manufacturing

## Sales

- Improved on-time deliveries and reduced order cycle time
- Reduced QA cycle time
- Maximized sales revenue of new drugs
- Enhanced capability for product fulfillment and recall with full lot genealogy

## GMP Manufacturing

- Improved demand planning with synchronized operations
- Comprehensive integration to all business processes, supporting quality standards, and improved change management

## Distribution

- Improved enterprise visibility of inventory and operations
- Automated generation of certificate of analysis (COA) at time of shipment
- More efficient distribution processes throughout the product life cycle
- Enforced corporate quality standards through the distribution channels

## Cost Accounting

- Reduced backorders and customer returns
- Reduced quality control inefficiencies
- Complete picture of all the costs associated with the life of a product
- Reduced costs of good manufacturing practices (GMP) compliance and administrative overhead



# The SAP Pharmaceuticals Solution Map

## Suited to Your Strategic Objectives

The SAP Solution Map for the pharmaceutical industry illustrates the exceptional quality and comprehensive coverage of the SAP Pharmaceuticals industry solution. It brings best business practices to pharmaceutical companies of any size and direction. Whether your strategic objectives lie in over-the-counter (OTC), generic, or ethical drugs, the SAP Pharmaceuticals Solution Map will help you focus on core processes and functions, giving you best of breed solutions. Using the SAP Pharmaceuticals Solution Map you can optimize your whole supply chain, from research, product development, planning, and production, to sales and distribution.

## It's More than Software. It's a Strategic Solution.

The SAP Pharmaceuticals Solution Map is based on the worldwide-leading business management standard: the SAP R/3 System. SAP has enhanced the R/3 System with industry-specific solutions to form a comprehensive system that allows inclusion of complementary software and integration of new technology, such as Internet and Intranet. Like no other software system, SAP Pharmaceuticals integrates all processes in your enterprise from the floor up. Open interfaces to laboratory information management systems (LIMS) and document management systems for GMP archiving, allow for integration to all pharmaceutical business processes. The result is a totally integrated business solution based on consistent, dependable, enterprise-wide information.

## The Pharmaceutical Industry Processes

The SAP Pharmaceuticals Solution Map has grouped all pharmaceutical industry processes and functions in to eight main processes categories. These are:

## Enterprise Management

SAP Pharmaceuticals offers rich capabilities for strategic planning, financial accounting, costing, and control across the enterprise. Functions are highly integrated, transcending the borders of individual processes, departments, companies, and even countries. High quality data warehousing capabilities provide predefined reports and allow you to explore strategic information.

## Customer Relationship Management

The SAP Pharmaceuticals solution integrates the core processes of marketing, sales and service to provide enterprise-wide customer relationship management. A highly innovative approach to designing and managing your relationship with your customers enables you to deliver the highest possible level of customer service and responsiveness.

## Research & Development

The discovery of a new drug (and complex product innovation) can be supported by integrated management processes. The Pharmaceuticals solution allows you to manage GMP and good laboratory practices (GLP) compliance, clinical trails, and approvals, as well as Federal Drug Administration (FDA) requirements.

## Technical Service

The SAP Pharmaceuticals solution supports continuous process improvement and gives you the ability to manage new products and processes from laboratory through production and on to product launch. It provides quality assurance for all your production processes and helps you comply with regulatory guidelines. Quantitative analysis is within easy reach for evaluating production performance.

## Enterprise Management

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## Customer Relationship Management

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## Research & Development

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## Technical Service

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## Plant Engineering

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## Sales & Services

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## Operations

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## Distribution

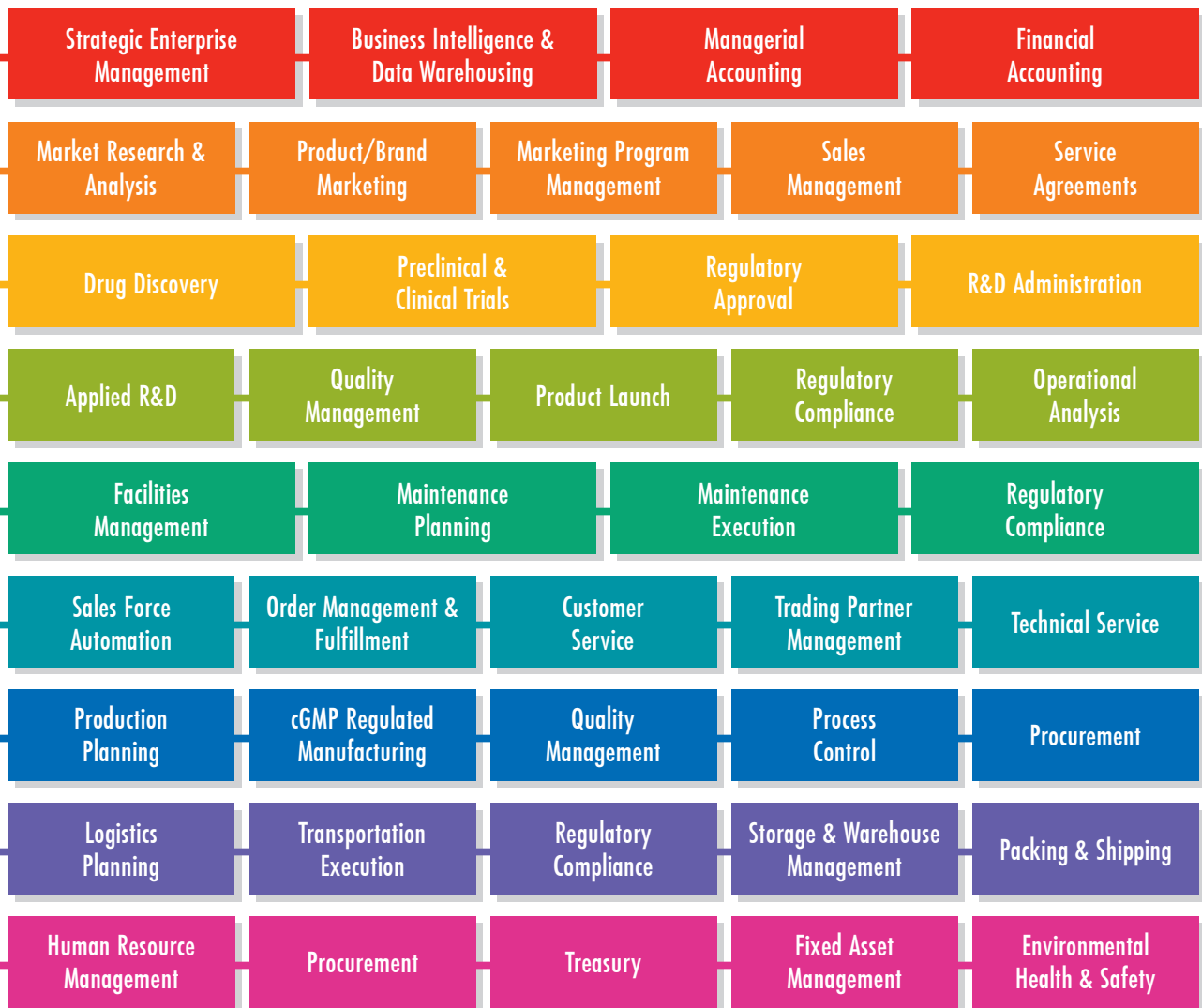
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## Business Support

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## Plant Engineering

The SAP Pharmaceuticals solution provides a solution for your comprehensive plant engineering processes that include facilities management for design and construction, as well as plant maintenance to manage scheduled and unscheduled work. It also helps you keep up with ever-changing regulatory compliance requirements.



## Sales and Services

SAP Pharmaceuticals supports strategic sales planning and forecasting, along with automated, on-line order fulfillment. It provides powerful online order status for increased customer service and provides integrated capabilities to manage your trading partners and sales force activities.

## Operations

The SAP Pharmaceuticals solution provides supply chain optimization for your production operations. You get customizable processes that ensure effi-

cient batch and recipe management, and that meet standard regulations. Quality management covers production, sales, and distribution, while integrated tools streamline process control and procurement activities.

## Distribution

The SAP Pharmaceuticals solution provides the means to streamline distribution processes by integrating transportation activities with logistics, planning and storage, and site management. It also assists with regulatory compliance to meet

governmental guidelines and provides the tools for comprehensive warehouse management.

## Business Support

SAP Pharmaceuticals provides powerful features for all key aspects of business support. You can manage and monitor human resources and payrolls with speed and ease, and streamline procurement procedures and inventories. Comprehensive functionality is available for managing assets for the entire life cycle.

# The SAP Pharmaceuticals Solution Map Processes

## Enterprise Management

Strategic Enterprise  
Management

As a highly integrated solution, SAP Pharmaceuticals enables you to monitor, plan, and develop your business on an entirely new level. The system provides you with the up-to-the-minute facts and figures required to respond dynamically to today's highly demanding, increasingly competitive markets.

With the SAP Strategic Enterprise Management (SEM) initiative you not only have access to real-time data on all strategically important aspects of your organization, but you can use that infor-

Business Intelligence &  
Data Warehousing

mation to simulate and plan future development. SAP Pharmaceuticals also helps you prepare financial reports for regulatory authorities, shareholders, and others in accordance with international and local requirements.

Built-in data warehouse capabilities increase the efficiency and ease of strategic planning, control, and monitoring processes with automated generation of reports, ad hoc analysis, and user-friendly exploration of data from many different viewpoints.

Managerial  
Accounting

Financial  
Accounting

The information needed to accurately budget and cost processes, products, and services is available at the touch of a button. You can analyze profitability at whatever level of detail and in whatever area you require, right down to individual plants or products. Comprehensive financial accounting features in the SAP Pharmaceuticals solution help you prepare balance sheets and maintain multiple ledgers.

## Customer Relationship Management

Market Research &  
Analysis

In order to stay ahead of their competition, pharmaceuticals companies are strengthening their customer management throughout the supply chain.

SAP Pharmaceuticals enables companies to serve their customers throughout the entire customer relationship life cycle, including marketing, sales, and service, based on customer-centric scenarios.

Product/Brand  
Marketing

Marketing Program  
Management

This new suite of applications — SAP Marketing, SAP Sales, and SAP Service — builds on existing SAP best-of-class functionality and supplements them with new components, such as mobile service, telesales, and relationship marketing. There is naturally a special emphasis on pharmaceutical mobile sales.

Sales  
Management

SAP Sales supports all types of sales, including field sales, telesales, and Internet sales. It supports all sales management processes, from sales forecasting to performance analysis. One of the key features of SAP Service is its tight link to contractual commitments, such as customer service contracts and delivery contracts. Service fulfillment can be carried out via the Internet, call centers, and of course, field service.

Service  
Agreements

## Research & Development

### Drug Discovery

The research and development process category includes processes that allow you to manage new drug and recipe development. With its integrated project, quality, and recipe management systems, the SAP Pharmaceuticals solution ensures successful support of your products and customers, including budgeting, project tracking, and costing.

### Preclinical & Clinical Trials

The SAP Pharmaceuticals solution ensures that preclinical and clinical trial results (and eventually production) are managed and recorded according to GMP regulations. The transition from one clinical trial phase to another, including all corresponding results, documentation, and analysis, is also efficiently managed. In addition, SAP Pharmaceuticals offers tools for the development and scaling-up to production in accordance with GMP.

### Regulatory Approval

During the various phases of a clinical trial, all research and development documentation has to be managed, collected, and stored in order to comply with GMP/GLP requirements and finally achieve FDA approval. Using project management tools and interfaces into document management systems, SAP Pharmaceuticals can help you archive and manage reporting needs for regulatory approval.

### R&D Administration

## Technical Service

### Applied R&D

The technical service process category encompasses all processes and functionality needed to ensure that newly developed or improved drugs move smoothly from the laboratory to final production. It includes direct and supporting processes needed for a successful transition.

SAP Pharmaceuticals solution provides project management for scaling up new products and the processes for bringing them from the laboratory to the production floor. The system holds all batch and recipe management information and automatically integrates it with project costing. Production procedures in applied R&D engineering

### Quality Management

are defined at the same time you specify resources needed to complete the production. For greater efficiency, packaging and label design is also incorporated in the final master recipe. SAP Pharmaceuticals does all this and keeps the entire applied R&D engineering process in compliance with GMP requirements.

Quality measures are developed and defined for in-process and post-process control, including scheduling of test plans, definition of test specifications and methods as well as sampling plans. Employee training and qualification data is easily managed so that you can efficiently allocate human resources. The link to document

### Regulatory Compliance

management systems enables you to quickly create standard operating procedures (SOPs).

Production documentation and laboratory procedures meet GMP and GLP requirements. Additionally, validation and change management processes can be defined and recorded. Product safety, dangerous goods management, and occupational health are also covered to ensure environmental compliance.

In addition, SAP Pharmaceuticals provides a process for evaluating production performance using quantitative methods, such as yield, efficiency, and asset utilization.

### Operational Analysis

## Plant Engineering

### Facilities Management

Plant engineering includes facility management processes that manage plant construction; from design, including utility requirements, to final production hand-over. SAP Pharmaceuticals integrates all this into your financial planning process.

### Maintenance Planning

The SAP Pharmaceuticals solution allows scheduled and unscheduled maintenance to be easily planned or integrated into your work schedule, and at the same time automatically create work

### Maintenance Execution

orders. You can easily display the details of your plant structure, including equipment, so that maintenance tasks can be quickly identified and replacement parts automatically ordered. Plant

### Regulatory Compliance

maintenance is also integrated with production planning so that downtimes are visible throughout the planning process. SAP Pharmaceuticals allows you to integrate all this information with other components and to ensure that the correct resources are always available.

The SAP Pharmaceuticals solution also ensures that both the construction and running of a plant comply with all regulatory, environmental, health, and safety requirements. Employee training and qualification data is easily managed so that you can efficiently allocate qualified human resources

consistent with GMP requirements. And occupational health and safety requirements are maintained and recorded to ensure a safe, healthy environment. Document management systems can also be fully integrated. Additionally, these documents are created according to the GMP requirements of the FDA.

## Sales & Services

Sales Force Automation

Order Management & Fulfillment

Customer Service

Trading Partner Management

Technical Service

The SAP Pharmaceuticals solution gives you powerful tools for strategic sales planning and forecasting. It can help you manage your sales force, and efficiently handle pricing and discounts for external and internal sales.

The SAP Pharmaceuticals solution gives you efficient business control, with quick access to detailed profitability analysis on a regional, customer, or product level. Additionally, you can closely monitor promotions and new product launches and link them to all corresponding business activities.

Customer satisfaction is closely tied to efficient order fulfillment, and satisfaction increases with

fast and efficient order confirmations. Online information lets you immediately determine product quality (for example, batch determination of active ingredient) and availability. Order fulfillment is integrated with the sales process so you can efficiently manage active ingredients as well as pharmaceutical packaged goods.

There is also support for tax regulations, foreign trade, and for Drug Enforcement Agency (DEA) regulations. In addition, you and your customers can have quick access to online order status. The easy creation and monitoring of customer profiles, complaints, issues, and follow-up actions will improve customer responsiveness. Vital for

the pharmaceutical industry, mailing and recall activities are transparent over all distribution channels.

The sales force automation (SFA) processes help you manage a sales force through the availability of detailed customer and product information. General market data strengthens your sales position during customer negotiations. Contact management lets you track and monitor visits, purchasing patterns, and drug usage. Information, gathered from the marketplace and internal sources, is available to the whole sales force team. And on a strategic level, you can cover all aspects of health care from preventative medicine and OTC through to rehabilitation.

## Operations

Production Planning

cGMP Regulated Manufacturing

Quality Management

Process Control

Procurement

Within the operations process category, the SAP Pharmaceuticals solution brings high-level efficiency to your production operations. It tailors supply chain optimization for efficient production, and allows you to schedule and optimize production planning, including co-products, recycled materials, active ingredients, and replenishments.

For operations processes, the SAP Pharmaceuticals solution includes tools to help you follow FDA regulations, and functionality for GMP compliance including:

- Electronic batch recording (EBR), which encompasses production and quality data
- Digital signatures to log and record approvals at all stages

- Batch determination of raw material for production processes, which can be made by individual characteristics (for example, expiration date or chemical composition)
- Provision of process instruction sheets (PI-sheets) and automation of SOPs to support operators at the production line with the necessary documentation and instructions

The SAP Pharmaceuticals solution offers process control that is fully integrated into the production execution process. This includes integration across the entire supply chain so that you can trace raw materials and finished products through procurement, production execution, and sales and distribution.

Easy integration with existing LIMS ensures consistent product, service, and process quality. Complete integration down to weighing systems, tablet machines, and filling or packaging machines is possible through open interfaces in the SAP Pharmaceuticals system.

Procurement efficiency can also be improved with contract, quotation, and pricing management on a global, company, or local level. SAP Pharmaceuticals provides integrated vendor management and analysis, which can be linked to goods receipt, as well as quality and batch management systems.

## Distribution

Logistics  
Planning

Transportation  
Execution

Regulatory  
Compliance

Storage & Warehouse  
Management

Packing & Shipping

The SAP Pharmaceuticals solution increases efficiency by reducing distribution costs. Leveraging the open platform design of the R/3 System, it interfaces with transportation planning systems, giving you seamless access to external carriers.

The SAP Pharmaceuticals solution simplifies reconciling freight equalization between actual shipment and bills of lading, and optimizes logistics

planning, based on customer and market forecasts, including warehousing, storage capacity, and replenishment. Robust storage and site management lets you schedule and track vehicles and containers, and globally manage internal movements.

The SAP Pharmaceuticals solution provides compliance with all international, national, governmental, and environmental regulations. It also supports foreign trade policies, dangerous goods

management, and all aspects surrounding regulatory compliance in transportation.

SAP Pharmaceuticals streamlines warehouse management, with tools to administer and manage storage, capacity, and loading facilities, including batch tracking of goods and replenishment of stock. In addition, fully integrated management of active ingredients is included, allowing the exact determination of a product's active ingredient.

## Business Support

Human Resource  
Management

Procurement

Treasury

Fixed Asset  
Management

Environmental  
Health & Safety

SAP Pharmaceuticals provides effective support for managing human resources, the procurement of goods and services, and your company's assets. It also includes extensive cash management and treasury functions.

Powerful functionality is provided for all aspects of personnel. You can assign the right people to the right task, and trace performance and cost. You can also set up time-saving and empowering employee self-service systems.

SAP Pharmaceuticals simplifies and accelerates the procurement and management of materials and services. It does this by linking processes end-to-end for the entire range of tasks, from planning materials requirements, to purchasing, to inventory management, to verifying quality and volume of deliveries, and the accuracy of invoices. These functions are integrated with finance and controlling applications, guaranteeing the smooth flow of values and quantities throughout your organization.

Comprehensive treasury functions guarantee the effective management of liquidity, investment portfolios, and risk. Support extends to the management of loans, foreign exchange, securities trading, and money market transactions. Integration with third-party financial systems ensures fast, secure transactions.

SAP Pharmaceuticals also helps you manage your company's assets throughout their entire life cycle. You can accurately cost and budget for major projects, and simulate and monitor depreciation or capitalization.

# SAP Pharmaceuticals – Enabling a new Dimension of Customer Satisfaction

## The Software Works the Way I Do



### EnjoySAP

With the EnjoySAP initiative, SAP is driving the delivery of products that redefine state-of-the-art usability and design. With software that is easier to learn, more intuitive to use, and quicker to adapt to the users' ways of working, EnjoySAP greatly simplifies the user experience with:

- A new visual appearance that makes the function of SAP screens obvious at first glance
- A new interaction concept that allows users to work faster
- A new personal, role-based user interface that is streamlined to the user's needs

In this way, SAP creates user interfaces that make users more efficient and increases their motivation while simultaneously reducing training requirements for a lower cost of ownership.

## Up and Running with SAP

One of the highest priorities at SAP is to ensure quick and efficient system installations. Together with our customers and partners, SAP has developed tools, processes, and initiatives to optimize implementations, including:

### TeamSAP

TeamSAP brings together the best of SAP and partner resources in three key areas – people, processes, and products. This enables SAP to deliver the SAP Pharmaceuticals solution with better results, in a shorter time, and at a lower cost, to bring greater benefits to your pharmaceutical business.

### ASAP AcceleratedSAP (ASAP)

AcceleratedSAP is a comprehensive solution designed to streamline SAP Pharmaceuticals implementation projects. It represents the process component of TeamSAP. AcceleratedSAP includes detailed project plans (the ASAP Roadmap) along with technical guides and configuration tools to optimize time, ensure quality, and make efficient use of resources during your SAP Pharmaceuticals implementation..

### Preconfigured Industry Systems

To further accelerate implementation in the pharmaceutical industry, SAP developed a pre-configured industry solution. This system models the typical scenarios and best practices, spanning all of the business processes found in a pharmaceutical company. It includes sample data for additional testing.

## Horizon Quality Initiative

Horizon is the quality management system for SAP development and service functions. It helps SAP improve quality of service and efficiency for our customers. Initiated in 1994, it has helped SAP to achieve and retain ISO 9001 certification. It represents the SAP commitment to continuous quality improvement for our customers.

## SAP Supply Chain Management Initiative

SAP Supply Chain Management combines the enterprise resource planning (ERP) strength of the renowned SAP R/3 System with:

- SAP Advanced Planner and Optimizer
- SAP Business-to-Business Procurement
- SAP Logistics Execution System

## SAP Advanced Planner and Optimizer

The SAP Advanced Planner and Optimizer (SAP APO) provides a complete suite of supply chain management tools, including forecasting, advanced planning and scheduling, and available-to-promise functions. SAP APO can process real-time data from both SAP and non-SAP systems. To process the large quantities of real-time business data necessary for SAP APO, SAP has introduced liveCache®, a high-performance memory-based computing technology with integrated business functionality.

## SAP Business-To-Business Procurement

SAP Business-to-Business Procurement enables open, full-cycle, inter-enterprise procurement and handles all procurement processes, from creating requisitions to paying invoices. Using an electronic catalog, end users can easily purchase goods and services straight from their desktops, leaving purchasing departments free to focus on strategic purchasing operations.

## SAP Logistics Execution System

The SAP Logistics Execution System (SAP LES) integrates enhanced warehouse management and transportation management functions with other SAP Supply Chain Management solutions and SAP Pharmaceuticals business processes to form a complete closed-loop supply chain solution.

## SAP Customer Relationship Management Initiative

The SAP Customer Relationship Management (SAP CRM) initiative helps companies align their products with customer interaction with functions provided by three new solutions:

- SAP Marketing
- SAP Sales
- SAP Service

## SAP Marketing

SAP Marketing provides the tools and functions that allow marketers to more effectively plan, execute, evaluate, and integrate marketing programs.

## SAP Sales

SAP Sales simplifies and automates sales tasks, allowing the sales force to focus on customer relationships and increased customer satisfaction. SAP Sales includes a mobile sales solution, so whether your sales reps are placing an order or gathering detailed information about customers, competitors, or services, functions are always available — even offline.

## SAP Service

SAP Service helps companies capitalize on the trend toward more efficient and effective customer service, turning customer service into a valuable profit center. It coordinates all service functions, including a call-center based customer support center, parts and services delivery, and field service.

## SAP Business Intelligence Initiative

SAP Business Intelligence combines tools for strategic management with a sophisticated data warehouse solution. These tools are:

- SAP Strategic Enterprise Management
- SAP Management Cockpit

## SAP Strategic Enterprise Management

SAP Strategic Enterprise Management (SAP SEM) is a set of tools and processes that helps companies implement value-based management. SAP SEM provides an integrated, real-time view of corporate performance information across business structures that allow senior executives to assess and enhance corporate value.

## SAP Management Cockpit

The SAP Management Cockpit® is an innovative solution that bridges gaps in the corporate information flow that can stymie effective management-level communication in complex organizations.

The most important part of the concept is the Management Cockpit® room: four walls on which ergonomically designed graphics depict performance as reflected in mission-critical factors. It provides a clear picture of your company's situation and fosters efficient communication in management meetings

## SAP Business Information Warehouse

SAP Business Information Warehouse (SAP BW) is an open, end-to-end data warehouse solution for internal and external data, which can be aggregated to give real-time information for effective decision support. You can quickly address end-user requirements by combining operational data with predefined industry specific business content, thus ensuring relevant information is always available to those who need it.

## Euro

The increasingly international character of business makes the euro a natural choice of currency. SAP has developed a euro solution that supports its customers at every stage of the conversion process — from preparation to execution. The solution includes currency conversion, transaction handling during the dual-currency phase and helps make the transition from the local currency to the euro. Additionally, SAP provides customers with service and support offerings for their euro-specific needs.

# SAP PHARMACEUTICALS

## ***In this Competitive Environment, you Need Solutions***

We provide those solutions. SAP Pharmaceuticals offers your company unique capabilities that give you operational and strategic flexibility — and a competitive edge.

By supporting the targeted planning and control of costs and resources, our applications streamline your procedures and make your corporate processes more transparent. SAP Pharmaceuticals components can make a major difference in meeting the challenges created by the dynamics of the pharmaceutical industry. The continuous evolution of the SAP Pharmaceuticals solution is driven by changes within the industry and by our commitment to be the best. It is engineered for success — from the ground up.

SAP Pharmaceuticals is not only a fully integrated, enterprise-wide solution — it enables a competitive advantage as well. In an ever-changing industry, with SAP Pharmaceuticals you are more responsive, more flexible, more competitive, and more profitable. The winds of change create questions — and opportunities. SAP can help you find answers to the questions, and seize the opportunities.

**Call or contact us today. Find out how SAP can help you.**

### ***The R/3 System:***

- Leader in client/server business software
- State-of-the-art engineering
- Proven in over 400 pharmaceutical installations worldwide
- Pharmaceutical industry expertise
- Modular, scaleable, and flexible
- Internet/Intranet enabled
- Multicurrency, multilanguage, multicountry
- Integrated business processes
- Global operation
- Comprehensive suite of services, including training, Online Service System (OSS) and EarlyWatch™
- Experienced industry consultants

# Take our Customers' Word for It

**SAP Pharmaceuticals compels you to examine, improve and modify existing processes. SAP has development potential and, in addition, provides us with GMP security. I am delighted with this system, especially the modern (release 4.5A) user interface.**

CILAG LTD, Switzerland,  
Urs Krebsler,  
Production Director

**The introduction of SAP/R3 worldwide will allow us to better manage and focus our strong sales and marketing organization to optimize distribution and operations as well as to keep tight control over our financial performance.**

HMR AG,  
Michael Neff,  
CIO Global Information Systems

**SAP's Executive Information System (EIS) provides managers with a flexible and easy-to-use system with the advantages of easy customizing without the necessity of programming.**

DEGUSSA AG, Germany,  
Dr Jürgen Hörtig,  
Director of finance and information systems

## You'd like to know more?

- SAP Annual Report
- R/3 System
- R/3 ABAP Workbench
- R/3 Logistics
- R/3 Human Resources
- R/3 Financials
- R/3 Project Management
- R/3 Technology Infrastructure

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