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## IBS Pharma standard implemented as a comprehensive solution within six months

### Pharmaceutical wholesaler Gesine introduces IBS industry solution step by step - Smooth live start thanks to implementation method IBS FasTrax.

After numerous installations worldwide IBS Pharma has finally been implemented in Germany as a comprehensive solution based on the application's German standard. In just six months pharmaceutical wholesaler Gesine Pharmahandel e.G. located in Ludwigsfelde near Berlin, has introduced the industry-specific solution of IBS Enterprise. IBS FasTrax, an implementation method based on pre-configured best practice procedures, has played a key role in the successful project completion achieved at this cooperatively run full-line distributor. Since mid-April Gesine employees have worked with the complete IBS solution in the central areas of purchasing, distribution, accounting, inventory and returns management. Incorporated in the installation is also IBS Integrator which merges and automates applications, data and business processes across departments and companies. Against this background IBS has also equipped the Gesine application with interfaces to supplementary systems of other leading providers.

#### Market research

"To begin with, we did a market research and thoroughly explored which IT systems were used by others," says Thomas Madetzki, Manager Distribution Centre and authorized signatory at Gesine. "Accordingly, the decision in favour of IBS Pharma was merely a logical consequence, since we neither wanted to implement a cumbersome in-house development nor put up with restrictions regarding transaction volumes. In our industry segment, IBS Pharma with its high performance levels is one of the very few genuine industry-specific solutions with comprehensive functionality, and we have come to appreciate the provider as a trusted partner."

#### A new approach: Phase-by-phase implementation

So far a number of companies had only been using individual components of the IBS industry solution's German standard. After the agreement had been signed at the beginning of October 2010, Gesine wanted to introduce the complete solution with all necessary modules. "IBS has proven to be most flexible and supported us at all times during this demanding project. With their help, we managed the go live in various phases and were all in all able to keep everything within schedule," Thomas Madetzki explains. The first area to go live was purchasing (end of March), followed by goods reception (beginning of April) and finally goods dispatch (mid-April); a few days later some individual functions such as sundry invoices followed.

"We've seen smooth processes from the very beginning", Thomas Madetzki continues. "Right now we are only dealing with some points of optimization that come forth from the project as it proceeds and which do not play a mission-critical role." "The use of our implementation method IBS FasTrax and the fact that Gesine

#### IBS in brief

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did not entangle itself in individual modifications but based its own implementation on the internationally well-proven industry standards of the solution were certainly key factors in the success of the project", adds Andreas Brock, IBS Business Development Director for Germany/Austria/Switzerland. "But it was also due to the mutual trust and fairness that both companies reached their common goal which was to implement the German standard of IBS Pharma as a complete system within six months."

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