

Genix: Gaining a Competitive Edge in a Dynamic Global Market Through Digital Transformation

Genix Pharma (Private) Limited is a pharmaceutical giant in Pakistan, offering a wide range of medications and exporting them to more than 25 countries. With a vision to quadruple the size of its business by 2030, Genix embarked on a digital transformation journey to change the way its processes work. To streamline operations, gain more visibility into its manufacturing processes, and empower its people with **real-time data and insights**, the company invested in RISE with SAP S/4HANA Cloud®.



Establishing Scalable and Future-Ready Operations Using RISE with SAP S/4HANA® Cloud



Before: Challenges and Opportunities

- Support business growth with an advanced and integrated business technology foundation that complements the company's long-term vision
- Provide real-time visibility into manufacturing operations through modern technologies and streamlined business processes
- Improve access to data and insights, enabling data-driven decision-making and strategic action

Why SAP and SuperNova Solutions

- Competitive advantage gained through being the first company in Pakistan to take an accelerated and guided path to Intelligent ERP through the RISE with SAP offering
- Proven success of SAP S/4HANA® Cloud as a single source of real-time information, enabling connected business processes
- Minimized IT landscape cost and complexity by connecting SAP S/4HANA Cloud and SAP® Learning Hub
- SuperNova's proven expertise and extensive experience in implementing SAP solutions

After: Value-Driven Results

- Scalable and future-ready global platform built on best practices supporting the provisions of the World Health Organization's current Good Manufacturing Practices
- Automated financial processes, reducing redundant manual activities and providing real-time visibility into costs and production processes with streamlined two-way and three-way matching
- Centralized maintenance data, simplifying work-release and work-order tracking, inventory tracking, forecasting, and related activities

“By using innovative technology available through RISE with SAP solution including S/4HANA Cloud, Genix is becoming a **more agile and efficient organization**. This is helping our business reach new heights and adapt to the fast-changing needs of customers across the globe.”

Choudhary Muhammad Israr Sharif, Managing Director and CEO, Genix Pharma (Private) Limited

20%

Lower total cost of ownership during the contract lifecycle

6 months

To go-live with SAP S/4HANA Cloud

Featured Partner



Genix Pharma (Private) Limited
Karachi, Pakistan
www.genixpharma.com

Industry
Life sciences – pharmaceuticals

Products and Services
Specialty generic products and branded pharmaceutical medicines

Employees
2,500

Revenue
Rs 7 billion (€36.4 million)

Featured Solutions
SAP S/4HANA Cloud and SAP Learning Hub

THE BEST RUN

Delivering Affordable and Quality Healthcare as a Digital Enterprise

Dedicated to providing affordable and quality healthcare for its customers and enshrining this mission as a core value, Genix Pharma (Private) Limited is one of Pakistan's leading pharmaceutical company. Genix produces a variety of prescription and over-the-counter drugs to treat everything from malaria, diabetes, osteoporosis, and neuropathic pain under its brands Gen-M, Gvia-M, Gebon, and Lalap.

With the company expanding across multiple pharmaceutical segments, including sterile injectables, oral solid dosage, antibiotics, and nutraceuticals, and exporting to more than 25 countries in Europe, Africa, and Asia, Genix needed to digitalize its operations. It sought an intelligent, integrated, and **future-ready business foundation** to optimize processes and increase efficiencies while enabling comprehensive visibility throughout the organization.

Focusing on **digitalizing core processes** to save time and meet new demand from an increased number of customers, Genix embarked on a business transformation journey using SAP® solutions. The company's goal was to accelerate its fast-paced organic and inorganic growth, better serve an increasing number of customers, and support expansion to new geographies. Genix also wanted to use the technology to streamline compliance with the requirements of the current Good Manufacturing Practices (cGMP).



Accelerating Strategic Decision-Making Through Access to Real-Time Data

Genix needed to modernize its business systems to gain competitive advantage in a globally dynamic market. Critical to its success, the company required access to **accurate real-time information** to enable data-driven decision-making. Genix needed to gain visibility from the shop floor to the top floor and make processes easier and quicker for both employees and customers.

The ability to deliver a **quality customer experience** was also central to its success. Genix chose SAP solutions to meet this need while also optimizing IT costs and simplifying its IT landscape without adding high capital expenditure.

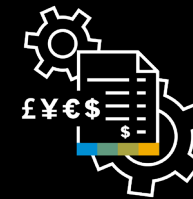
Supported by SuperNova Solutions, Genix used the RISE with SAP offering, selecting SAP S/4HANA® Cloud to bring its digitalization vision to life. The solution provides industry-specific capabilities,

functionality, and embedded best practices for global processes, as well as robust security features and reliability. And making use of the native integration capabilities will allow Genix to scale and innovate more swiftly in the future.

In addition, the SAP Fiori® user experience enables increased simplicity and use on mobile devices. This means Genix employees can **work from anywhere**, which is a significant advantage in the ever-changing hybrid work environment.

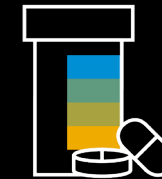
Smooth and efficient transition

Working to meet an aggressive deadline for a project of this size, scope, and data-transfer complexity, the team successfully integrated SAP S/4HANA Cloud in just six months without additional headcount, upskilling the current team to realize a **cost-effective and efficient delivery**.



20%

Higher productivity from the finance team, allowing more focus on value-added tasks



30%

Productivity improvement in production processes by automating manual tasks



80%

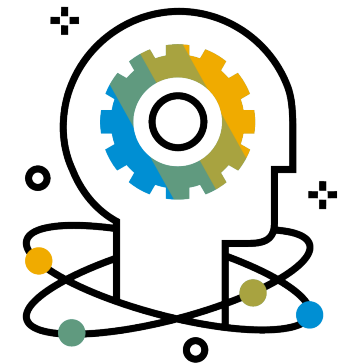
Of paperless processes implemented

Automating Pharmaceutical Processes with SuperNova

SuperNova Solutions is a Pakistan-based provider of consulting services for ERP and related projects, with a well-established track record over the past two decades. The company's corporate mission is to provide premium service to its clients through innovation and become a leading SAP implementation partner. Reiterating this commitment, CEO of SuperNova Solutions Rashid Hakeem declares, "In this age of technological evolution, the SuperNova Solutions team is steadily pursuing the ambitious goals of maximizing the success of our valuable customers around Pakistan and the Middle East and Asia."

Well versed in pharmaceutical processes and with deep knowledge in mapping process manufacturing using SAP software, SuperNova supported Genix's digital transformation journey with the **first implementation of SAP S/4HANA Cloud in Pakistan**. A major highlight of the go-live is the use of the SAP Fiori user experience, enabling the software to run on mobile devices, which frees the management team to operate the system from anywhere.

 SuperNova Solutions



Using Data for Strategic Decision-Making by Migrating to Advanced ERP

Having digitalized its business using RISE with SAP S/4HANA, Genix is experiencing productivity gains across the organization.

Finance

Genix **increased productivity** by using digital connectivity with banks, two-way and three-way matching, and check-printing processes. Planning, budgeting, and forecasting capabilities have improved thanks to increased real-time insight into processes and systems, including plant availability and throughput. And real-time cost-breakup visibility at the capsule level helps simplify audits and profitability analysis tasks.

Procurement and supply chain

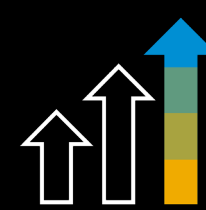
With an integrated procure-to-pay process, Genix has **improved vendor management**, request planning, and execution. Now, everyone in the team can see their budgets, procurement limits, and processes in real time, smoothing procurement operations.

Manufacturing

Genix has optimized production operations with comprehensive and flexible reporting, standardized system-driven procedures, safety-stock and inventory planning, and fewer manual interventions. As a result, there is greater consistency and rigorous adherence to cGMP guidelines. Digitalization of supplies and delivery documentation has **improved inventory control** by enhancing visibility in the warehouse, while system-driven production planning and forecasting has increased capacity utilization.

Asset management

Evolving from reactive to **100% predictive maintenance operations** using SAP S/4HANA Cloud, Genix now has comprehensive insight into maintenance schedules and costs thanks to the availability of machine-level data.



40%

Higher system uptime compared to the legacy on-premise system



30%

Lower maintenance cost for breakdowns



100%

Of equipment moved to predictive maintenance

Enhancing Processes and **Accelerating Growth** in the Cloud

Following the successful go-live of SAP S/4HANA, Genix is taking advantage of the technology's advanced capabilities and is continuing its digitalization journey with SAP.

Having established a single method of working across the organization by implementing SAP S/4HANA Cloud, Genix has improved business operations with comprehensive visibility, heightened productivity, automated reporting, and streamlined compliance.

Thanks to its investment in next-generation digital infrastructure, the company is now well placed to

grow its strong market position, keep ahead of ever-changing customer expectations, and bring new product breakthroughs to market.

Genix plans to continue to collaborate and partner with SAP to accelerate digitalization in areas such as procurement, warehouse management, and digital document management.

The successful technology implementation allows Genix to expand its portfolio of high-quality healthcare to more people, fulfilling its commitment to support a healthy developing population while helping reach its business goal of attaining four-fold growth by 2030.

“The RISE with SAP offering helped guide our digital transformation with analytical tools and services to accelerate our move to SAP S/4HANA Cloud. This represents **a paradigm shift for our business**, helping us improve decision-making with data-driven insights.”

Sohail Sawani, Deputy Director Supply Chain and Information Technology, Genix Pharma (Private) Limited

