



Business-friendly Solutions



**CASE  
STUDY**

**Supply Chain Simulation  
and Modelling** Using Data Analytics  
and Industry 4.0 Solutions to **Improve  
Medicine Shelf Life**



## Client

One of the world's largest pharmaceutical and life sciences companies based out of Germany

## Business Challenge



The client faced various bottlenecks in their whole supply chain system which affected the last mile logistics of the pharma products which eventually increased supply chain and operational expenses

- Lack of data analytics to forecast supply chain events which would affect the logistics
- Absence of efficient supply chain planning affected low shelf-life pharma products
- Increased supply chain cost and lack of operational efficiency impacted the company top line
- Reduced customer satisfaction due to low shelf life of the end product



## ITC Infotech Solution

A comprehensive supply chain planning platform was deployed across the whole value chain of the firm covering from the manufacturing plants to distribution centers and end-users. The solution efficiently tracked data in real-time and provided efficient supply chain planning models

- Streamlined the whole supply chain processes by implementing Industry 4.0 platform
- Multiple scenario testing to find out the best plan according to a given situation
- A clear view of demand and current storage levels at each distributor enabling demand-based dispatch planning
- Interactive dashboard to provide various supply chain-related visualization in real-time

## Business Benefits

Reduction in  
supply chain  
cost by 10%

Optimized  
dispatch  
planning

Average  
increase of  
shelf life of  
medicines by  
15%

Increased  
customer and  
distributor  
satisfaction  
substantially



## About ITC Infotech

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and deep domain expertise. The company provides technology solutions and services to enterprises across industries through a combination of traditional and newer business models, as a long-term sustainable partner.

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