How Does a Cloud-Based Integration Suite Help Make Healthcare More Accessible?

Serving more than 350,000 medical facilities in 13 Asian markets

Zuellig Pharma Holdings Pte. Ltd., one of the largest healthcare services groups in Asia, provides world-class distribution, digital and commercial sales, and marketing services to support the growing healthcare needs in this region. Zuellig Pharma wanted to become a technological and digital innovations hub for the industry. However, its dominant market position and 100 years of business tradition were increasingly seen as potential impediments to modernization.
Zuellig Pharma uses a cloud-based integration suite to make healthcare more accessible in 13 Asian markets.

With SAP® Cloud Platform Integration Suite, Zuellig Pharma was able to:

- Conduct data processing, reporting, and analytics in a consolidated, consistent manner across the business – creating time efficiencies
- Propel its sales force into the digital age through real-time data access on the go, increasing decision-making autonomy and creating a competitive edge on the ground
- Combat counterfeiting and quality incidents by using blockchain technology to facilitate coordination across the supply chain
- Leverage integration services to help manage the proliferation of digital healthcare applications both within and outside of the company
- Transform untraceable manual processes into digitalized value-added business processes that span multiple systems
- Optimize efficiency and productivity at customer service centers with coordinated task management and 360-degree visibility
- Improve customer satisfaction throughout the end-to-end experience and reduce processing times

“SAP Cloud Platform Integration Suite provided us with the tools we needed to fulfill a very ambitious vision – transforming a traditional, 100-year-old distribution company into a front-runner in technological and digital health innovation.”

Maikel Kuijpers, CIO and SVP, Operations, Zuellig Pharma Holdings Pte. Ltd.