

How Can Healthcare Providers Prevent the Use of Counterfeit Medicine?

Medical professionals all over the world trust Boehringer Ingelheim GmbH, one of the top 20 global research-driven pharmaceutical companies. However, as part of a counterfeit drug market worth millions of dollars annually, inferior-quality medicine manufactured to look like Boehringer Ingelheim products seriously threatens the health of patients – and the reputation of the company.

The pharmaceutical pioneer decided to fight the counterfeiters by harnessing digital technology with help from the SAP® Innovative Business Solutions organization to establish a pharma network as an information collaboration hub for life sciences companies. Based on SAP Cloud Platform, this digital network links organizations right across the pharmaceutical supply chain – from manufacturers, logistics companies, and wholesalers to pharmacies and hospitals. By providing detailed track-and-trace information to all parties, the pharma network provides peace of mind that the drugs taken by patients are genuine and of the high quality expected from Boehringer Ingelheim.



Collaborating Over a Digital Network to Bring Transparency to the Pharmaceuticals Market



Boehringer Ingelheim GmbH
Ingelheim am Rhein, Germany
www.boehringer-ingelheim.com

Industry
Life sciences

Products and Services
Medicines

Employees
47,744

Revenue
€15.9 billion

SAP® Solutions and Services
SAP® Cloud Platform, SAP Cloud Platform Integration service, and the SAP Innovative Business Solutions organization

Pharmaceuticals company **Boehringer Ingelheim** co-innovated with the **SAP® Innovative Business Solutions organization** to establish a digital network based on **SAP Cloud Platform** to track its products at every stage of the supply chain. As a result, it has improved traceability, and customers can verify that drugs being dispensed are genuine – safeguarding patient health.

Before: Challenges and Opportunities

- Help pharmacies and hospitals identify suspect products and eliminate the dispensing of counterfeit drugs
- Enable compliance with legislation that requires full traceability of pharmaceutical products
- Improve the speed and efficiency of transferring information across the supply chain

Why SAP

- Co-innovation with a partner that has a track record of more than 40 years of expertise in specific business requirements for life sciences
- Information collaboration hub providing quick and efficient data exchange with manufacturers, logistics providers, compliance authorities, and customers
- Agile technology foundation enabled by SAP Cloud Platform
- Higher security as a result of simplified integration among connected participants, enabled by the SAP Cloud Platform Integration service

After: Value-Driven Results

- Improved peace of mind for hospitals and pharmacies, that they are providing patients with genuine – rather than counterfeit – medicines
- Increased trust in the **Boehringer Ingelheim** brand
- Enhanced business agility and lowered transaction costs, thanks to simplified processes for onboarding new supply chain partners
- Ability to react more quickly in response to changes in legal regulations in the healthcare sector

“By leveraging the pharma network across all our stakeholders, we have the **transparency to guarantee that patients are receiving the medicine they need and not a faked copy.”**

Andreas Henrich, IT Enabling Functions and Platform Services, **Boehringer Ingelheim GmbH**

130

Years of innovation in pharmaceutical research

146

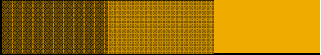
Affiliate companies worldwide

€3 billion

Annual investment in research



See how a pharma network helps fight the counterfeiting of medicines.



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