

How Does Enhanced Efficiency in the Planning Process Help Ease Chronic Pain for Millions of Patients?

Patients suffering from chronic and recurrent pain caused by inflammatory diseases live in great distress and rely on their physicians for therapeutic solutions. Those physicians turn to pharmaceutical research company Grünenthal GmbH for state-of-the-art technology and pain management. Committed to innovation, research, and development into easing severe, chronic pain, Grünenthal set out to increase the efficiency and effectiveness of its integrated business planning process in order to meet the company's goal of developing new treatments for chronic pain.

Grünenthal turned to the SAP® Integrated Business Planning application for sales and operations for a global planning platform to replace a variety of applications, simplify processes, and increase efficiency. Rapid implementation and high user acceptance led to increased productivity, allowing Grünenthal to focus more effectively on its cutting-edge research into easing chronic pain.





Grünenthal GmbH
Aachen, Germany
www.grunenthal.de (German)

Industry
Healthcare

Products and Services
Pharmaceutical technologies
and devices

Employees
5,500

Revenue
€1.4 billion

SAP® Solutions
SAP® Integrated Business
Planning application for sales
and operations and SAP
Business Warehouse powered
by SAP HANA®

Making Way for Research and Innovation with **SAP® Integrated Business Planning**

International pharmaceutical company Grünenthal implemented SAP Integrated Business Planning for sales and operations to increase planning efficiency and accelerate its industry-leading research into chronic pain treatment.

Before: Challenges and Opportunities

- Establish one global IT solution for the end-to-end integrated business planning process
- Provide optimal information support and transparency into all business functions
- Enhance efficiency, effectiveness, and quality of the planning process
- Replace a variety of local demand planning applications with one global planning platform
- Improve upon the demand planning functionality of the SAP Advanced Planning and Optimization component

Why SAP

- Proven software solutions and expertise with SAP Integrated Business Planning for sales and operations
- Fast rollout and adherence to sales and operations application standards
- Intuitive adoption of additional functionality for the SAP Integrated Business Planning solution
- Additional functionality for specific requirements, such as planning combination management
- New ability to leverage a data integration concept based on SAP Business Warehouse powered by SAP HANA
- Continuous improvements and accelerated rollout across 32 countries

After: Value-Driven Results

- Created a single planning platform that provides information with integrity
- Encouraged high user adoption due to the flexibility and usability of a spreadsheet-based user interface
- Decreased reliance on internal IT experts using software-as-a-service (SaaS) architecture
- Enabled a rapid implementation in less than 10 months – both on time and within budget

“Rapid implementation, high user adoption, and enhanced capabilities of SAP Integrated Business Planning for sales and operations were key success factors for completing the project.”

Dr. Ralf Mohrschladt, VP of Operations Development, Global Operations, Grünenthal GmbH



1 platform

To manage all sales and operations
planning

10 months

To deploy across 32 countries

Less

Reliance on IT, thanks to SaaS
architecture



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