El Ezaby - SAP Implementation Success Story

El-Ezaby pharmacy group gains a strong competitive advantage with SAP Solution and ECS Real-Time Point of Sales

Brief About the Customer

Customer: El Ezaby Pharmacies

Products: Retail Pharmaceutical

Website:

http://www elezabypharmacy.com/

SAP Solution:

SAP MM

SAP SD

SAP CRM

SAP HCM

SAP FICO

SAP BusinessObjects

SAP SuccessFactors

ECS Products:

ECS RPOS

ECS OTMS

ECS Mobittend

Challenges

- Enable accurate and consistent information across the organization.
- Improve forecasting accuracy to optimize inventory.
- Integrate isolated business operations to streamline processes through the company.
- Improve visibility into more than 73 store operations

Objectives

- Adapt a scalable solution that can support multiple stores.
- Implement the first Arabic POS in the Middle East with full integration with SAP ERP and SAP CRM.
- Improve efficiency and data accuracy through use of technology.
- Enabled rapid store expansion from 70 to 100 branches.
- Create a single source of HR information for employees and managers.
- Build a dedicated team driven by business needs, empowered to make decisions and named as points of contact after going live.

Benefits

- Achieved real-time data consistency and accuracy for reporting with "one view" data integration across all departments.
- Improved customer service by using ECS-RPOS.
- Improved cash tracking, stock and
- replenishment planning with near real-time data updates from stores to office.
- Standardized business processes based on industry best practices.

View El Ezaby Success Story

Customer Background

El-Ezaby Pharmacies was established in 1975 with a vision and goal to be the top pharmacy group in the Middle East by providing the highest level of pharmaceutical and care services to the public, hospitals and insurance companies. Its branches cover the Greater Cairo, Alexandria, North Coast, Mansoura, Hurghada and Sharm El Sheikh. Now El- Ezaby pharmacy group has more than 70 branches located across Egypt.

Challenges and Opportunities

El-Ezaby wanted to create a well-orchestrated system that provides their business consistent and standard information across their multiple stores and respond to the difficulties involved in acquiring scattered data from disparate locations in more than 70 Stores. The company was also looking forward to simplify the inventory tracking challenges and having more visibility on their inventory to be able to maximize their profitability and decrease stock outs and high inventory level that cost the business lots of money. Moreover; searching for ways to maximize customer experience and ensure high level satisfaction was one of the primary concerns.

They wanted to ensure that they have a compelling experience as shoppers will quickly lose patience if they don't have the flexibility they expect. Therefore by implementing ECS-RPOS, employees became more efficient and customer-focused due to ease of use. Employees had hard times working with traditional cash registers which are not responding to the business challenges; they wanted a full featured system that is able to integrate the Point of Sales terminal with the Back-End System.

Results

Over the course of 6 months, ECS team was able to implement solutions for El-Ezaby business challenges. The Inventory management has brought many benefits to El-Ezaby, the first thing is that it reduces time spent on managing inventory and gave them the advantage of determining which products have the best and worst sales performances within their inventory. Inventory management also provided the company a real-time and centralized data that increased visibility and improved forecasting and planning. With ECS-RPOS, Employees became more efficient and customer focused due to ease of use.