

► Pfizer® Australia

“SSA® BPCS® is a very cost-effective solution. It does everything we need and we have always been able to get it operating quickly and easily.”

— BILL CATOPODIS, SENIOR MANAGER, BUSINESS TECHNOLOGY, PFIZER AUSTRALIA



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► moving to a consolidated ERP environment.

Business Issues

Following the merger of pharmaceutical manufacturer Pfizer Australia with Warner Lambert, a major project began to bring the two organizations' people, systems and processes together. SSA Global's SSA BPCS was retained as a core component of Pfizer's enhanced ERP system.

The Company

Pfizer Australia (Pfizer) is the nation's leading provider of prescription medicines and consumer healthcare products, whilst its animal health business is one of the best in the country. The company's best known pharmaceutical brands include Viagra™, Norvasc®, Dilantin®, Lipitor™, and Zoloft®; in the consumer health care business, Benadryl®, Listerine™, Sudafed™, Visine™, Combantrin, Aquasun and Codral, and in animal health, Revolution.

With Pharmacia Australia's operations joining the Pfizer Group of Companies, the new Pfizer Australia, headquartered in Sydney, will employ more than 1800 staff and will next year export more than AU\$600 million, primarily to Asia Pacific and North America.

What's Critical?

It costs a minimum of half a billion dollars and a great deal of time in testing and approval for Pfizer to develop a new pharmaceutical product. Combine that with the pressures imposed by Government policy changes, increased industry regulation and the growth in generic competition, and here is an industry where being in control matters.

company	Pfizer Australia
solution	SSA BPCS
product	Financial Management
platform	IBM® iSeries®
industry	Pharmaceuticals
number of employees	1800+
country	Australia

Accurate information, flexible and fast reporting and cost effective business systems are essential in ensuring the business is managed optimally/professionally and that it delivers a return to shareholders.

Finding the Right Solution

“When the Warner Lambert/Pfizer merger was finalized, we looked at the business processes and systems within each company,” said Bill Catopodis, Senior Manager, Business Technology, Pfizer Australia. “The first decision was to move both onto one consolidated ERP system, to improve the quality of information and communication, and to reduce the cost of support. During the analysis phase, we took the opportunity to improve processes in both businesses so it wasn't just a matter of throwing one system out and replacing it with another.”

It made good business sense to roll out the Pfizer solution: SSA BPCS Order Entry, Billing, Invoicing, Accounts Receivable and Warehouse Management, MAPS for manufacturing and Computron for General Ledger, Assets and Accounts Payable across the

consumer healthcare division and to effect minor process improvements at the same time.

Mr. Catopodis said there was no doubt SSA BPCS would remain a central component of the Pfizer system: “Faced with the challenge of merging two organizations, it was vital that our information support systems worked for us, allowing us to concentrate on the more challenging people issues. SSA BPCS is a very cost-effective solution. It does everything we need and we have always been able to get it operating quickly and easily.”

Implementing Fast

Pfizer Australia has implemented SSA BPCS, running on multiple AS/400® servers (the system will soon be consolidated onto one iSeries server), integrated with Pfizer's global systems MAPS and Computron®.

An independent consultant was appointed project manager, overseeing a team of 29 that included two full-time business analysts from SSA Global. “Having SSA Global people on the ground meant we could keep the project moving,” said Mr. Catopodis, “as any issues were dealt with quickly, on the spot.”

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▶ SSA BPCS project has a positive impact on all staff.

When asked about the greatest challenge, he pointed to user change: “When you are going through a merger and you decide to align both organizations’ systems and processes, the major challenge is around people, not data or technical issues. Any SSA BPCS issues we had were minor and quickly resolved.”

Making it Pay

“The major benefits of the SSA BPCS project come from having everyone on one system,” noted Mr. Catopodis. “It may sound simplistic but all staff have been positively affected in some way by that alone.”

Here are some other improvements since the SSA BPCS project was completed:

Decisions Made Easier

- A single system means information is consistent across the organization.
- Faster communication and processing of information equals faster and more informed management decisions.

Greater Efficiencies

- Staff can back each other up without need for additional training, both within and across departments and sites.

Prepared for the Future

- All business processes are documented.
- Pfizer Australia can take advantage of technology developments, now an eBusiness-aware system is running across the business.

System Support Gains

- System support is easier, faster and more cost efficient.
- The number of system support staff has not increased, even though the number of users has greatly increased.

Forward Faster™ — into the Future

The current project is the integration of the Pharmacia Australia and Pfizer Australia operations, which involves upgrading Pharmacia’s SSA BPCS system. Part of this project involves an upgrade to iSeries servers at the three Sydney sites. Once that project is complete, Pfizer will be in a position to introduce new technology to enhance customer service, product development capability, and shareholder returns.

about SSA Global

SSA Global is a leading provider of extended enterprise resource planning (ERP) solutions for manufacturing, services, and public organizations worldwide. In addition to core ERP applications, SSA Global offers a full range of integrated extended solutions including corporate performance management, customer relationship management, supply chain management and supplier relationship management. Headquartered in Chicago, SSA Global has 121 worldwide offices serving more than 16,000 customers that represent market-leading companies in over 90 countries. For additional information, visit the SSA Global web site at www.ssaglobal.com.



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contact SSA Global

Global Headquarters

500 West Madison Street, Ste. 1600
Chicago, Illinois 60661
U.S.A.
T +1-312-258-6000
F +1-312-474-7500

Asia, Pacific & Japan

T +612-9855-7100
F +612-9855-7298

Europe, Middle East & Africa

T +44-1276-417-200
F +44-1276-417-201

Latin America (Brazil)

T +55-11-5508-8800
F +55-11-5508-8801

Latin America (Mexico)

T +52-55-52-01-55-00
F +52-55-52-01-55-90

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