

# IFS APPLICATIONS™ DRIVES GROWTH FOR SUNSHINE HEALTHCARE



Sunshine Healthcare is part of a large diversified business conglomerate and a leading market expansion service provider, partnering with international healthcare partners seeking to grow their businesses in Sri Lanka. It offers a broad range of services, including registration, importation, customs clearance, sales, marketing, distribution and more.

By adopting IFS systems for its healthcare platform, Sunshine Healthcare was able to synthesize data to provide a more efficient, streamlined service across its supply chain and to its customers. In addition, the data enabled them to create scalable solutions that added value to the business.

## SUNSHINE HEALTHCARE SUFFERS GROWING PAINS

Sunshine Healthcare deals with every private hospital and pharmacy in Sri Lanka, supplying products from 10 locations across the country. A constant challenge for the company, therefore, is ensuring the right products reach the right patients—all under extremely time-sensitive conditions. The organization currently operates around 3,000 stock keeping units (SKUs) and consequently, comprehensive monitoring and maintenance are mission-critical.

A significant requirement for the company in this regard was a responsive inventory system that could handle product processing across an international supply chain. For a product to arrive on time, Sunshine Healthcare needs accurate tools to monitor and forecast its process across the supply chain. To further complicate matters, customers and partners are constantly pushing it for faster ordering cycles and turnaround times.

Prior to adopting IFS Applications, Sunshine Healthcare was running on three main systems—financial, customer relationship management (CRM) and its inventory module. All three systems had been in place for more than a decade, and given that the company had outgrown them, once the decision had been made to consolidate by way of IFS Applications, it was imperative that the switch was made immediately.

## IFS APPLICATIONS PROVIDES SCALABILITY

Upon implementation of IFS Applications, Sunshine Healthcare has been able to make better use of data, create exciting new solutions and drive growth for the company.

Growth for Sunshine Healthcare required a scalable solution, and as a large and diverse conglomerate, the solution also had to be integrated across the organization. IFS Applications provided a tailored solution by ensuring that information and assets are available to be monetized at any time. As a large and diverse conglomerate, the most sustainable solution was to implement an integrated solution from IFS.

## ABOUT SUNSHINE HEALTHCARE

Established in 1967, Sunshine Healthcare forms a significant part of the diversified conglomerate Sunshine Holdings. Listed on the Colombo Stock Exchange, the group is active in three main businesses—healthcare, consumer goods and agribusiness, marketing over 3000 pharmaceuticals, nutraceuticals, medical diagnostic equipment and surgical products to over 3,000 customers and more than 3,000 doctors.

Having established themselves in the pharmaceutical sector, Sunshine Healthcare Limited (SHL) have, in recent years, ventured into new operations—notably the plantations sector. In 2011, they entered the wellness sector, introducing a variety of nutrition brands to the market.

## BENEFITS

- Efficient handling of product processing across international supply chain
- Improved accuracy of data
- Track inventories and handle recall issues swiftly
- Information and assets are available to be monetized at any time
- Access to finance reports aids organizational change

Sunshine Healthcare's management team was eager to move on from the company's ailing legacy system. The organization's enthusiasm for change enabled a nearly seamless transition from legacy systems to IFS Applications. The speed and success of the implementation were made all the more impressive, coming as it did during what is traditionally the busiest month of the year for Sunshine Healthcare.

Since implementing IFS Applications, Sunshine Healthcare has been able to better handle product processing across its international supply chain while avoiding the risk of falling below its customers' strict demands.

IFS Applications can also synthesize data and help staff answer common customer questions, from when the product will be available to how soon it can be in their hand. Furthermore, the new system enables the company to track valuable inventories and handle recall issues swiftly. In the event of a product default, damage or expiry at trade level, products can now be tracked all the way back to batch level.

As Shyam Sathasivam, Managing Director, notes, "The customers believe nothing has changed, which is brilliant because you do not want to have to go and tell your customers that you've missed a delivery because you're implementing new software."

Thanks to IFS Applications, everything from tracking stocks at the chemist level to monitoring supply chains are now more simple and efficient processes. In addition, with Sunshine Healthcare currently undergoing significant structural change at the organizational level, IFS Applications has helped with business transformation.

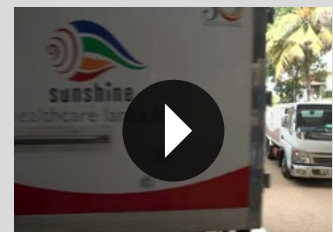
Priyankara Perera, Head of IT, explains, "The group has been investing so much in technology over the last two years, and we're continuing to invest in technology in the coming years."



**“**We are confident that IFS will continue to help our business. Thanks to its full automation, IFS Applications will definitely benefit our operation in the years to come. Our staff are excited and have already been experiencing the benefits of using IFS Applications. It has helped them become more efficient and effective in the day-to-day operation.

**Shantha Bandara, General Manager Operations**

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