

## CASE STUDY

## Ibnsina Pharma maximizes efficiency with Infor

**About the company**

Established in Egypt in 2001 as one of the largest pharma distribution companies in the Middle East and North Africa, Ibnsina Pharma delivers a competitive portfolio of goods and reliable distribution services to pharmacies, hospitals, and retailers.

The company distributes a competitive portfolio of pharmaceutical products from over 350 Egyptian and multinational companies to more than 40,000 customers including pharmacies, hospitals, and wholesalers. Its nationwide distribution network of 55 operational warehouses is supported by a fleet of 700 vehicles.

**Challenges**

- Legacy ERP not adapt to changing business needs
- Siloed operational data keeps workflow from being optimized
- Multiple legacy applications and manual processing to complement legacy ERP functionality
- Difficulty of integrating and audit the legacy ERP with internal and external digital platforms

**Benefits**

- Easy integration with suppliers, governmental systems, customer facing applications and internal digital platforms
- Scalability is built-in, enabling the business to grow
- Data visibility & business dashboards, enabling faster decision making and taking
- Faster reports development and consolidation of multiple legacy applications into Infor

**Headquarters**

Cairo, Egypt

**Industry**

Distribution

**Employees**

7,000

**Revenue**

EGP 22.3 billion in 2022

**Orders prepared/Month**

One million

**Warehouses**

55

**Infor product**

Infor M3™, Infor® WMS, Infor OS® (ION®, ION API, ION Workflow, Document Management), Infor Demand Planning

**Web site**
[ibnsina-pharma](https://ibnsina-pharma.com)

**“ We chose Infor because of the strength and depth of its ERP for the distribution sector. That coupled with our implementation team, enabled us to fully adapt it to our agile business model, work better with our partners, and attain precise cost & revenue management.”**

**SAMEH MELIGY**  
CTO, Ibnsina Pharma