

Order Management

Streamline order processing with ValueTrak®

Situation

The customer struggled to fulfill orders in a timely fashion, relying on a labor-intensive, manual spreadsheet creation process that was prone to errors and duplication of efforts. Additionally, new users failed to receive sufficient support and training, exacerbating difficulties with their order fulfillment process. The customer's previous solution was inadequate to effectively validate orders against product in the channel because of their reliance on separate systems to process and reconcile order and channel data.

Challenge

ValueTrak's Order Management platform offers a seamless integration between channel data and ERP systems — a major shortfall of the manufacturer's previous solution. ValueTrak provides a single solution for reporting on all channel data, including (among others) sales, inventory, and forecasts. The addition of the Order Management Module allows users to leverage key channel data in making order fulfillment decisions.

As part of the implementation, the customer defined custom parameters to allow for auto-fulfillment of orders according to threshold requirements. Orders outside of those parameters were flagged for review and can be split, adjusted, and/or fulfilled on a case-by-case basis. All order decisions made in ValueTrak seamlessly integrate with the customer's SAP platform, making order fulfillment a quick and easy task. The customer was provided with a dedicated ValueTrak support team, plus virtual and on-campus training to facilitate easy adoption of ValueTrak Order Management.

CUSTOMER THRESHOLD REQUIREMENTS:

Max order variance

10%

DOH between

**18-28
days**

Max order quantity vs. wholesaler demand

15%

Result

Having implemented ValueTrak Order Management, the manufacturer boasts that the support and training they receive from the IQVIA team far exceeds their expectations and has helped them dramatically increase the efficiency of their order processing team. One individual is able to review and process hundreds of orders per day, where previously a team of three order analysts took twice that time to perform the same work. Approximately 1% of all order requests are caught by defined parameters, and all others are automatically processed and approved for fulfillment.

*“Everyone is knowledgeable...
Sometimes they are even directing me
to product distribution issues I
hadn't considered.*

*— Order Fulfillment Manager Top 10
Branded Pharma Manufacturer”*

BUSINESS BENEFITS



Reduce order fulfillment errors by integrating channel data with orders in one system.



Automate fulfillment with customized parameters and streamlined workflows.



Split shipments and allocate product according to need and availability.



Access historical and projected supply and demand for efficient forecasting and auditing.

SCHEDULE A DEMO



Explore the full capabilities of the **ValueTrak Order Management Module**.

Schedule a free [ValueTrak demo](#) today.



About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies, and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.

Discover new insights, drive smarter decisions, and unleash new opportunities with the power of [IQVIA Connected Intelligence](#).