



Roche Products Pty Limited

Roche streamlines product delivery by using Adobe® solutions to automatically generate customer-facing documents from SAP

Roche Products Pty Limited

- A global healthcare leader focused on pharmaceuticals and diagnostics
 - Headquarters: Basel, Switzerland
 - Size: More than 65,000 employees in 150 countries
 - Founded: 1896
- www.roche.com
www.roche-australia.com

Industry

Pharmaceutical

Solutions

- Shipping
- Invoicing
- Purchasing
- Financial
- Label and Barcode Generation

Products Used

- Adobe Central Pro Output Server
- Adobe Output Pak for SAP
- Adobe Output Designer

In Partnership With

- Indigo Pacific, the sole distributor for Adobe server solutions in the Asia-Pacific region, excluding Japan
 - Sydney, Australia
- www.indigopacific.com

Company Profile

Roche Products Pty Limited in Australia is part of the international F. Hoffmann-La Roche Group, one of the world's leading suppliers of pharmaceuticals and diagnostics for healthcare. The company distributes Roche products in Australia, manufactures vitamin supplements for distribution in Australia, and provides technical services and support for nine countries in the Asia/Pacific region. Accurate, professional-looking customer documents that accompany product shipments reinforce the company's brand and reputation for quality. To streamline the creation of these documents and ensure consistency across multiple countries, Roche uses Adobe solutions.

Challenges Faced

Speed creation and improve quality of customer-facing documents

For each product shipment, Roche Products Pty Limited generates multiple customer documents, including invoices, purchase orders, consignment notes, and bar code labels. Many manufacturers create these documents using manual processes and preprinted paper forms. To improve accuracy and cut costs, Roche automated document output more than two decades ago and more recently moved to SAP to take advantage of a true enterprise-computing platform. Roche then needed a way to leverage SAP data to automatically produce professional-quality documents for delivery to customers via mail, fax, or electronically.

Support multiple languages, including those with double-byte character sets

The Roche division in Australia manages network operations for nine countries in the Asia/Pacific region. Therefore, the company needed to automate document generation with a solution that could support multiple languages, including Korean and Chinese which use a double-byte character set.

Preserve network bandwidth

If each of the nine countries that Roche Products Pty Limited services printed directly from SAP, the network would be clogged with data, logo files, and boilerplate content. To conserve bandwidth, Roche wanted to transmit only the SAP data over the network, storing standard logos and document templates on a local server in each country. The local server would receive raw data from SAP and merge it with these standard elements to create quality customer documents in the appropriate language.

Success Strategy

After evaluating options to automatically generate documents from SAP data, Roche Products Pty Limited standardized on Adobe solutions (known as JetForm at the time) to create hundreds of thousands of customer-facing documents annually. Each country generates the documents locally, in its own language, including those with double-byte character sets such as Chinese and Korean.

"The Adobe solutions were easy to deploy and run without any intervention. We can easily and reliably generate hundreds of thousands of customer-facing documents every year."

Bob Sarmany,
Information systems manager,
Roche Products Pty Limited

Before shipping products, employees in each country use a local workstation to initiate a request from the SAP system in Australia. The Adobe solution extracts relevant customer and product information from the transmitted SAP data and merges it with the appropriate document template. To preserve bandwidth, standard document elements such as logos are stored on local servers. Completed documents can be printed, faxed, or converted to Adobe Portable Document Format (PDF) for delivery via e-mail.

Roche rolled out the solution one country at a time, localizing the electronic document templates as necessary. "The Adobe solutions were easy to deploy and run without any intervention," says Bob Sarmany, information systems manager. "We can easily and reliably generate hundreds of thousands of customer-facing documents every year."

Business Benefits

- Minimized IT burden due to low maintenance requirements and rapid integration with SAP
- Avoided costs associated with warehousing preprinted forms
- Streamlined and improved document creation, enhancing quality of materials and ensuring consistent corporate image across nine countries
- Enhanced customer service by enabling the rapid creation of professional-quality, easy-to-read shipping documents

For Roche, the most important benefit of the Adobe solution is the ability to quickly and reliably produce quality customer-facing documents that can be delivered on paper or electronically. Automated creation of customer documents saves the company considerable resources, while also helping to eliminate shipping delays.

By avoiding the expenses associated with preprinted forms—printing, distribution, and updating—Roche has experienced "welcomed cost savings," according to Sarmany. At the same time, the company has improved the quality and consistency of customer-facing information distributed by each of its locations. "Prior to our adoption of SAP and Adobe solutions, each country printed its purchase orders and invoices autonomously," says Sarmany. "Now, these forms are essentially the same for each country, which minimizes the time we spend creating forms and also gives us a more consistent image."

The low administration requirements of the Adobe solutions free IT staff to innovate in other areas. "The Adobe solution has been 'set and forget,'" says Sarmany. "There's no real administrative requirement and the Adobe solution has been 100% reliable."

The efficiencies of the Adobe solution also translate into benefits for customers, who continue to enjoy fast, accurate delivery of Roche products. "We're serving our customers more efficiently at the same time we lower costs," says Sarmany. "It's a winning solution all around."

