

Mexico City, May 2024

PharmaTyCSA is a market leader specializing in **Distributing, Marketing, and Logistics (3PL)** of **Healthcare products**, including: Medicines, Equipment, Furniture, and Medical Devices.

As part of our strategic initiatives, we hired **London Consulting Group** for the last 10 months to help us implement a **Microsoft Dynamics Business Central ERP** and develop the **Continuous Improvement** area with the objective of accelerating our **digital transformation** and **organizational maturity**.

**LCG's support was extremely valuable** for this transformation process. Some of the most notable improvements we achieved were:

- The LCG team helped us translate **operational needs into technological and functional requirements** when designing and establishing the parameters of the new system.
- The use of **agile methodologies** enabled us to meet the ERP **implementation times**.
- The new **organizational mindset** developed in the team was key to **increasing the adoption** of the new system.

Some of the main elements developed during the project included:

- **Analysis Phase.** A thorough **diagnostic** of the company's operations was carried out to understand how each department and its processes would be enhanced by the improvements made to the system, at the transaction and information management level.
- **Design and Development Phase.** **Functional prototypes** were developed based on the **user stories**, which in turn were developed through 9 sprint deliverables.
- **Implementation and Go Live Phase.** **Comprehensive testing** sessions were developed to ensure the functionality of the system, along with **training workshops** for key users. After launching, a continuous evaluation model was designed to monitor and control the new system.

As a result, **12 modules were developed and implemented** which cover our company's needs: Sales, Contracts, Procurement, Receiving, Warehouse, Distribution, Invoicing, Accounts Receivable, Accounts Payable, Treasury, and Accounting.

Furthermore, a **Continuous Improvement area** was created which is responsible for providing continuity to the development of strategic initiatives by **managing the new projects**, and carrying out audits and training, with the objective of increasing the company's operational excellence. Some of the models that we developed are:

- Defining the departments' **structure, functions, and profiles**; and guiding us through the recruitment and personnel selection processes.
- Implementing a **new projects model** where we identified, using the **Design Thinking** methodology, a portfolio of critical initiatives that need to be carried out in 2024-2025.
- Designing a **training model** for our employees that is based on the **Lean and Six Sigma methodologies**.

The results mentioned above have allowed us to achieve an **18% improvement in EBITDA** versus the previous year, combining the Distribution, 3PL, and Oncology Services business units. The financial savings generated by the project represent an **annual ROI of 5.2 to 1**.

We highly recommend **London Consulting Group** as a strategic partner when developing business improvement and transformation projects.

Sincerely  


Patrick Troop  
General Manager PharmaTyCSA