



# Xepa-Soul Using Pronto

## Helping Xepa-Soul to gain competitive edge



PHARMACEUTICAL manufacturer Xepa-Soul Pattinson Sdn Bhd a subsidiary of Apex Healthcare Berhad, is the company behind medical products such as Euderm for skin rashes, Fabricol for influenza, Normatin for high blood pressure and Avorax for the chicken pox virus.

In the last financial year, the company produced over five million units of different kinds of medical products. This output accounts for over RM33 million in sales last year.

Close to 73 per cent of the products produced are for the domestic market, which consists of the Apex Pharma pharmacies and clinics while the rest are for the foreign markets.

In order to stay competitive in pharmaceutical manufacturing business, the company has been implementing Australian-based Prometheus enterprise resource planning (ERP) product called PRONTO which they purchased in 1994.

Xepa-Soul's executive director Goh Ser Heng says prior to implementing the product, the company experienced problems such as over-production of products as they had no means of tracking the sales of their goods.

"We found out that we were making too many products that people didn't want to buy," he says in an interview at Xepa-Soul's facility in Ayer Keroh, Malacca.

With PRONTO, the company is able to gauge the number of units sold can estimate which ones bring in the biggest sales revenue.



Goh says subsequently the ERP solution could also display which products they could produce less.

What this means, he adds, is that the inventory module of PRONTO can also monitor the raw materials used to produce the pharmaceutical products.

"The raw materials come from Europe and so we can buy what is necessary to optimise the production" he says.

He explains that the company can increase the purchase of raw materials used to manufacture the highest selling products and decrease the ones for the lower selling products.

"This way, we seldom run out of stock," he adds. Goh says that the sales module PRONTO helps the marketing and sales staff to concentrate on the most profitable business and enables them to see consumer trends.

"They are able to analyse which products the consumers buy more and this knowledge will help them in their marketing plan."



The financial module, he says, has enabled the company to experience less credit problems with the customers. "There were less doubts about their bill statements so payments came in faster," he adds.

The company installed the solution with help from the local distributor of PRONTO, SL Information Sdn

Bhd.

Goh says that the company has more than 40 personal computers (PCs) in he financial, sales, research and administration departments of the company.

The company started an information technology (IT) department over three years ago to provide the technical support to the staff at Xepa-Soul.

Goh says overall, the PRONTO software has been a strategic element in helping the company to maximise its production capabilities and leverage their competitive position in the growing pharmaceutical business in the country.

[Contact SL Info](#)