

Demand

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MRP

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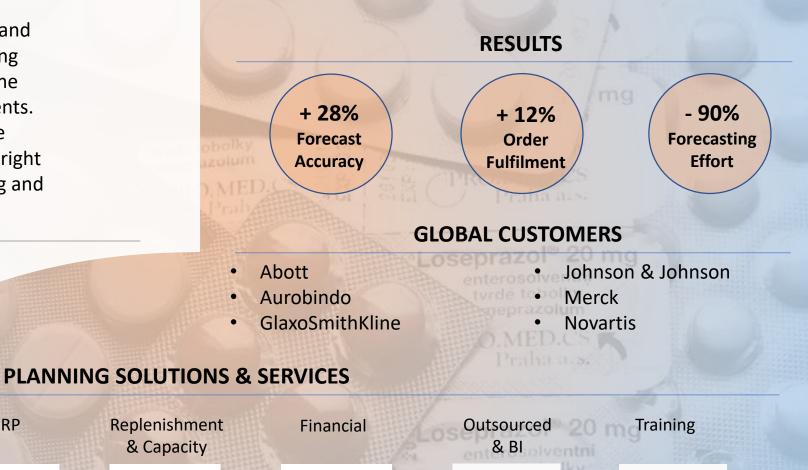
Pharma & Healthcare

Plan accurately for volatility in supply and demand, driven by a continually shifting contract manufacturing market, and the advent of new medicines and ingredients. The cost of failure is high, but it can be mitigated or even prevented with the right tool set for pharmaceutical forecasting and planning.

Supply

KEY CHALLENGES

- Large no of products •
- **Product** expirations
- New product introductions
- Distributed network
- High channel inventory
- Formulation conversions





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