



SEEBURGER enables EDI communication for Omega Pharma

EDI outsourcing solution requires no investments in hardware or expertise

In just ten years time, Omega Pharma, a specialist provider of over-the-counter drugs and healthcare products, has transformed itself from a local Belgian organisation into a global company with operations in 35 countries. In 2012, Omega Pharma acquired 54 European over-the-counter brands from GlaxoSmithKline. This resulted in its customer base expanding with leading retailers such as, Macro B.V. and Albert Heijn. However, these retail organisations exchange data in EDI format. EDI is a digital standard for sharing files including invoices, orders and order confirmations. Omega Pharma had to use the same standard to be able to communicate with these customers. Consequently, Omega Pharma initiated a search for a partner with the right knowledge and skills to convert huge volumes of data into EDI format in the space of just three months. It found the perfect partner in SEEBURGER.

Data exchange via EDI

Omega Pharma is required to use EDI for its communication with retail organisations. For this purpose, it selected the EDI outsourcing solution by SEEBURGER. This solution involves outsourcing because the implementation and management of the EDI platform is handled by SEEBURGER. The latter's standardised interface provides support for the various different file types used by Omega Pharma and automatically converts the files into the EDI format required by its customers. The standardisation of this process and uniform data entry has resulted in time as well as maintenance efficiencies. Added to which, the digital connections eliminate the chances of error, which also brings cost savings.

Outsourcing

Omega Pharma opted for the EDI outsourcing solution, as this does not require any hardware or software investments. The outsourcing arrangement allows Omega Pharma to focus on its core business and frees up investment. Omega Pharma does not have to invest in EDI expertise, since SEEBURGER's specialists handle the implementation and management of the exchange process from start to finish. SEEBURGER draws on previous experiences with other customers that work with the same retail organisations. The EDI outsourcing solution is offered on a subscription basis; the monthly fee is determined by the actual number of transactions. Joris Kindt, SAP Manager at Omega Pharma, explains: "Currently, we are exchanging 7,000 to 8,000 EDI messages a month, something that would have been impossible without the EDI outsourcing solution by SEEBURGER. The solution makes for streamlined communication that fully meets our requirements. For this reason, we connect our existing customers to it as well as any prospect that needs it. SEEBURGER offers flexible and scalable outsourcing. The EDI implementation and management can expand along with our customer base. By now we have rolled out SEEBURGER's EDI outsourcing solution in Germany, Poland and Russia. The Netherlands and the United Kingdom will follow soon."

Criteria for the selection of SEEBURGER

Omega Pharma selected the EDI outsourcing solution because of SEEBURGER's high level of knowledge and expertise, as well as its personal project approach. Omega Pharma has access to a project manager and reference manager at SEEBURGER who have considerable knowledge and experience in the field of EDI projects. A deciding factor was that SEEBURGER operates on a global level and can thus provide international coverage but with a local approach.

"I am very pleased with our collaboration with SEEBURGER. Their personal approach allowed us to quickly shift gears and directly embark on the EDI conversion. I found it very helpful that we could use fixed points of contacts, rather than a helpdesk that requires one to provide the same details to different people various times over. SEEBURGER's expertise ensured our collaboration went very smoothly and efficiently. Our contacts at their organisation were well-informed about the project status, the implementation went well and the envisaged results were achieved", concludes Joris Kindt.