

RECKITT BENCKISER PAKISTAN

Recent studies have shown a significant growth in the I.T. industry in Pakistan and the world over. The Pakistan health sector specifically, over the past few years, has supported this growth and has, simultaneously, benefited from the breakthrough solutions provided by local vendors that specially cater to their industry.

Reckitt Benckiser Pakistan, a leading manufacturer of health and personal care products, has always aimed at providing better solutions to their customers and value-chain partners. In an effort to further this objective, they have recently deployed an electronic ordering '**e-Link**' system that enables them to strategically manage their distributors' orders, online.

In order to implement breakthrough solutions that would eliminate the existing time-consuming, error-ridden way of receiving order requests from their distributors through mails, faxes and over the phone, **Reckitt Benckiser**, along with **EfroTech**, opted for an online ordering system, **e-Link**, which is a

customized version of **eOrder**, a unique product offering from **EfroTech**.

eOrder is a strategic Web-based solution by **EfroTech** that effectively manages the distributor ordering function for medium to large organizations. Accounts of hundreds of distributors across various countries can be managed by this solution that is ideally suited for businesses operating in the Pharmaceuticals, Food Products and Confectionary industries.

With the recent implementation of **e-Order**, **Reckitt Benckiser Pakistan** has been able to:

- ≈ Reduce Costs
- ≈ Increase the pace of Business
- ≈ Improve accuracy

The system enabled the organization to have seamless, live ordering, that could be translated into invoices that the solution automatically generates at the same time that the order is placed.

The same solution is now moving to **Reckitt Benckiser South Africa** with enhanced functionalities for remote order capturing through Palm-held devices.

Instances such as the one stated above, however, are becoming increasingly common; With myriad innovative solutions in the local market for the Health Industry players from specialists like **EfroTech**, it is rare to see any organization being left behind without one or another form of technological support from our local I.T. vendors.