

Cutting Costs by 6.5% While Shrinking Carbon Footprint: A Pharma Success in EMEA



Challenge

A leading pharmaceutical company in the EMEA region was struggling with rising warehouse, transportation, and administrative costs within their distribution system. These escalating expenses were eroding their profit margins and threatening their competitive position in the market.

Approach

We developed a simulation scenario platform designed to identify cost optimization opportunities. The platform allowed the company to employ strategies such as order consolidation, pallet and box gap filling, and setting minimum order values and quantities. This tool enabled the company to simulate different scenarios and identify the most cost-effective distribution strategies.

Impact

6.5%

Achieved a 6.5% overall reduction in distribution costs for the EMEA region, equating to \$0.72 million in

6%

Reduced CO2 emissions by 6%, amounting to an 11.3 million kg reduction in carbon footprint.

Enabled users to analyze and optimize costs across different regions using custom filters provided by the platform.

About Straive

Straive is a market-leading content technology enterprise that provides data services, subject matter expertise (SME), and technology solutions to multiple domains, such as research content, eLearning/EdTech, and data/information providers. With a client base scoping 30 countries worldwide, Straive's multi-geographical resource pool is strategically located in seven countries - the Philippines, India, the United States, Nicaragua, Vietnam, the United Kingdom, and Singapore, where the company is headquartered.

