

MERIAL



Solution Overview

Industry

Veterinary Pharmaceuticals

Customer Profile

Merial provides a comprehensive range of animal health products for veterinarians, pet owners, and livestock producers. Founded in 1997 as a joint venture between Merck & Co. and Aventis S.A. Merial, they manufacture products such as FRONTLINE, IVOMEK, and HEARTGARD. The company has research centers in 17 countries and manufacturing centers in 16 countries.

Business Situation

Diversity in computer systems was expensive and made consolidation of information difficult. Merial needed a system to connect their company in the 150 countries in which they operate.

Solution Description

Microsoft Dynamics provided Merial with a comprehensive integrated system. Customizations were added to eEnterprise and Manufacturing modules by MBS Consulting Services.

Benefits

- Application Integration
- Cost Effectiveness
- Technology Protection

Merial is a world leader in animal health, producing a wide range of pharmaceuticals and vaccines for livestock and pets. Veterinarians, pet owners, and livestock producers depend on Merial for a comprehensive range of animal health products, including FRONTLINE, HEARTGARD, and IVOMEK. With 17 research centers located around the world, Merial, an innovative leader, has one of the largest research and development investments in the animal health industry in the world.

Founded in 1997 as a joint venture between Merck & Co., Inc. and Aventis S.A., Merial has operations in the United States, France, Latin America, and Asia. The company employs approximately 6,000 employees and operates in more than 150 countries with 2002 sales of over \$1.7 billion (USD).

SITUATION

While diversity in culture, language, and business practices is desirable in a multinational corporation, diversity in IT systems can be disastrous. The Asia Pacific division of Merial alone had extensively diverse IT systems. Japan was using a homegrown AS/400-based system, Korea was piggybacking on one of the parents' PC-based IT systems, Taiwan was using a PC-based local package, the Philippines had an AS/400-based international package, Singapore used a PC-based international package, and Australia and New Zealand were running an expensive international package on the AS/400.

"It didn't make sense to carry on that way. It was expensive to operate so many diverse systems; consolidation of information was cumbersome," says James Sua, Senior IS Director, Asia Pacific.

SOLUTION

Merial decided a common ERP system was essential in order to unify the business and information structure. The Australia and New Zealand offices took the initiative to find a suitable ERP solution. They evaluated internationally known packages operating on both mid-range computers and Microsoft® Windows NT®-based servers. After careful consideration, Microsoft Dynamics emerged at the top of the list. "In the end, we decided on the Microsoft Dynamics strategy. The technologies have proven to be robust, highly functional, and reliable," Sua says.

Implementation of Microsoft Dynamics began almost immediately, starting with Australia and New Zealand and progressing to Canada and the United Kingdom. They were followed by Asia, Europe, the Americas, and South Africa. Merial currently has 14 separate installations with 187 users in 23 countries.

BENEFITS

The integrated use of Microsoft Dynamics throughout Merial has brought them a multitude of benefits. "We now have better visibility of the business—who our customers are, why they buy from us, when they buy, payment history, back orders, and so on," says Sua. "It is now easier to integrate and report information from various countries for the purpose of consolidation. The linkages to our global supply chain are seamless." Additional benefits Merial is deriving from the use of Microsoft Dynamics include:

Application Integration

Merial continues to expand Microsoft Dynamics applications throughout its locations and has experienced total integration. This integration facilitates streamlining of business processes across Merial's operations leading to higher efficiencies.

Cost Effectiveness

The adoption of Microsoft Dynamics as a common environment has reduced Merial's IT management costs.

Technology Protection

When Merial has effortlessly upgraded their system several times in recent years, they have had consistent data protection and have never experienced any integrity issues.

We offer solutions to Project Centric companies that help reduce the cost of operations and regulatory compliance while continuously improving business performance.

Microsoft project management and accounting solutions can help managers and staff structure and run projects with optimal cost-efficiency and profitability. With these innovative software tools, they can track the actual expenses of labor, materials, and other costs more easily. The solutions also allow them to be constantly aware of changes in key values so they can take needed action promptly.

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