

The Anatomy of a Prophix Cloud Migration with Alliance Pharma

Cloud apps are a secure, scalable, and easy to use solution for an increasingly digital workforce.

Over the next year, organizational spend on the cloud is expected to increase by 47%.

Today, we'll hear from one customer on their decision-making process and the benefits they realized from migrating to Prophix cloud.

Customer Profile: Alliance Pharma

Alliance, an international healthcare group, headquartered in the UK, has experienced significant growth over the last few years.

They have broadened the scope of their product portfolio to include medical devices and consumer products, covering a wide range of therapy areas, in addition to their legacy portfolio of niche prescription products.

Alliance has also expanded its geographical footprint to include eight offices in Europe, the Far East, and the United States.

With annual revenue in excess of £140 million and sales in more than 100 countries, Alliance was faced with a common challenge – what B2B software solution would allow them to work collaboratively with a single source of data?

We spoke with Kevin Clark, Head of Finance at Alliance, on the considerations that went into his decision to migrate to Prophix cloud.

A Growing Business' Changing Needs

Recent acquisitions at Alliance highlighted to Kevin that their current system was not adequate for the Group's changing needs.

Excel and D3 (an internally developed SQL-based system) could not give them the transparency and data integrity they needed. The inability to link D3 to their existing Prophix implementation posed an ongoing challenge, as it prevented them from having a single source of data.

Kevin was already familiar with Prophix, as Alliance had implemented the solution on-premise in 2013.



Desired Functionality in a Cloud Solution

Before deciding to migrate to the cloud, Kevin assembled a list of desired features and functions. Their needs included:

- Robust and reliable financial information across the business
- Business planning and forecasting capabilities in one central system
- Ability to manage the system internally, not through an external company
- Visibility into Cost of Goods Sold
- A future-proofed system that can grow with the business (strategic and asset acquisitions)
- Complete transparency into data
- Workflow processes to control end-user forecasting submissions
- User controls around data access and integrity

Why Alliance Chose Prophix Cloud

Kevin didn't feel he needed to look elsewhere for a cloud solution, as he was confident that Prophix could fulfil their business' needs.

Their on-premise implementation was being neglected because of staff changes and Kevin was one of the first to recognize that Prophix could be working better for them. With a tight timeline before deployment, Alliance decided to investigate how Prophix had improved since 2013.

Prophix cloud was the perfect solution – remote working, multiple locations, future upgrades for enhanced features, and more.

Upon meeting the Prophix UK team, Kevin was impressed with their integrity, their belief in Prophix and its capabilities, and the trust they instilled in him. While he was already confident in his decision to migrate to Prophix cloud, he felt assured that the UK team would support him in seeking shared success.

A Remote Implementation

Alliance's migration to Prophix cloud was scheduled to begin in early March, at the start of the COVID-19 pandemic.

Kevin decided to make a conscious effort to push on with the implementation as there was a clear need for the solution and the business stood to benefit immensely from the migration. Also, Kevin needed effective and efficient demand planning and forecasting to keep up with the pace of change in the healthcare industry because of the pandemic.

Kevin said of his experience implementing remotely:

"It is quite a novel way of trying to complete an implementation in these locked down times, and we expect to have to overcome some hurdles as we progress (more from our side!). But I believe strongly that it is achievable and have every faith in the Prophix team supporting us, both during and after to overcome any challenges that may arise. With the CSP in place, we feel secure in the knowledge that we will always have someone there to help."

"When you embark on a project like this, you are almost going into the unknown and there is always the question of the credibility of the partner you choose. Particularly in terms of the strange circumstances, we find ourselves in right now (COVID). The Prophix team have been instrumental. Their integrity, knowledge, understanding of our needs, and overall, the relationships we have established made this an enjoyable experience for our whole team. You believe in your product and we believe in you!"

What They Will Accomplish

Once they migrate to Prophix cloud, Alliance will be able to decommission its internally developed finance system, D3. Their finance team will no longer struggle to work with outdated systems – Prophix's streamlined approach will reframe their usual processes so Kevin's team can move from data to insight in less time than ever before. Overall, Alliance will save valuable time preparing reports and can spend more time analysing their business data.

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