

# Healthy business solutions start with **SAP Business One**

NewBridge Pharmaceuticals, headquartered in Dubai, UAE, is a regional specialty company with a comprehensive pharmaceutical platform of services and expertise, established to bridge the access gap and partner with global pharma and biotech companies to in-license and commercialize U.S. FDA or EMA approved innovative therapeutics that address unmet medical needs into the Middle East and North Africa (MENA) regions, partnered with SkyTech to maximize SAP Business One capabilities within their business. With full visibility of financials, sales and stock, management can continue to focus on growth potential.

## Before: Challenges and Opportunities

- NewBridge was rapidly growing, and their previous ERP could not keep up with growth demands.
- Financials, Procurement, Sales, and Inventory management were difficult to keep track of.
- A new ERP platform was required that could be fully customized to track inventory, sales and shipments across all suppliers and distributors.
- The key objective was to further expand the use of SAP in the business, providing additional tools to support the business in the management of more complex situations and requirements.

## Why SAP Business One and SkyTech

- SAP Business One has endless capabilities, is simple to use and easy to implement.
- SAP helped NewBridge to automate day-to-day crucial processes.
- Create advanced customized reports, and dashboards, empowering their executive management to act with full confidence when making strategic business decisions.
- SkyTech is considered as an extension of NewBridge's IT department, fully understanding their requirements and responding quickly to any queries.
- The SkyTech team are highly responsive and experts in their field and are committed to support NewBridge from End to End.

## After: Value-Driven Results

- Since implementation, NewBridge now has full visibility of sales and stock across all their distributors channels.
- All NewBridge suppliers are now handled with the help of a unified shipping module powered by SAP.
- Workflow processes have been fully automated.
- NewBridge Executive Management can access sales data daily at the click of a button.
- Reports are multi-dimensional and can be viewed by Zone, country and product etc..
- All orders and shipments are handled seamlessly via SAP Business One.



“SAP Business One has proved to be the backbone for NewBridge and is a key success factor in our digital transformation journey. With the help of SAP experts at SkyTech, **all of our requirements are seamlessly handled every single day, effortlessly.**”

Amr Sarhan – IT Director – MENA , NewBridge Pharmaceuticals

## Increased productivity

Since successfully implementing SAP Business One with SkyTech

Featured Partner



NewBridge  
Pharmaceuticals  
Dubai  
[www.nbpharma.com](http://www.nbpharma.com)

Industry  
Pharmaceuticals

Products and Services  
Pharmaceuticals, biologics, and other  
healthcare solutions

Employees  
165

Featured Solutions  
SAP Business One

