

Optimized picking processes driving 40% increase in sales

Client: Grupo Farmapronto

Industry: Pharma / Healthcare



Challenge

- Complex supplier scheduling and receiving operations
- Manual and inefficient logistics processes
- Limited inventory visibility and control

Solution

- Implementation of appointment scheduling system for suppliers
- Deployment of WMS and voice picking technology
- Real-time inventory visibility and traceability across operations

Results

- Enhanced picking productivity by 54%
- Increased warehouse capacity with the same workforce
- Increased sales by 40%



Grupo Farmapronto was founded in 1993 as a network of independent local pharmacies operating under a unified corporate image and brand name, consolidating into an organized retail chain.

In 2008, Enlace Distribución was established as the exclusive distributor for Grupo Farmapronto, and in 2013, the company moved to a new distribution center to better meet its growing operational needs.

Farmapronto now supplies 565 pharmacies, experiencing an annual growth rate of 23%.

Given this rapid expansion, an efficient supply chain is crucial to their success, acting as the key link between pharmaceutical laboratories and Farmapronto pharmacies. This ensures reliable, timely, and high-quality product deliveries.

Challenge: Choosing cutting-edge technology to support growth

The objectives of implementing technological solutions were to improve productivity, enhance service levels, and achieve better product control and traceability to support the company's desired growth.

After evaluating various technology solutions, Farmapronto implemented Honeywell Voice Picking and Netlogistik's WEP Warehouse Management System (WMS) to meet these goals and optimize its supply chain.

Solution: Advanced WMS and voice picking

Before implementation, Farmapronto lacked a proper appointment scheduling system for suppliers, resulting in multiple arrivals at the same time, causing disruptions in receiving and inventory management

Additionally, route planning and dock assignments were handled manually, requiring printed orders, which was slow and inefficient. With WEP WMS, these challenges were resolved. This allowed for optimized supplier and merchandise reception, as well as the automated placement of fulfilled orders into the correct shipping cages.

With route planning, the voice system receives the data and initiates the picking process, ensuring accuracy, speed, and real time data capture.

Using Honeywell Voice Technology, 37,000 order lines are processed in a single shift, with full confidence that the process is executed correctly and without incomplete orders.

Additionally, new performance indicators allow for operator monitoring and productivity evaluation.

Another significant improvement was the elimination of manual invoicing. Now, once picking is completed, WEP generates reports for immediate packing, removing the need for manual product scanning.

Inventory control was also optimized. Previously, it was tracked by item rather than by location, leading to difficulty in locating products, errors in picking, and inventory shortages. With the new system, complete inventory visibility is available from receiving to shipping.

Key benefits:

- 50% increase in warehouse operations with the same workforce
- Enhanced inventory visibility and traceability throughout the logistics process
- Faster planning for routes, invoicing, and supplier reception
- 54% increase in picking productivity exceeding the 40% target
- 5% improvement in operational efficiency from 92% to 97%
- Implementation of performance metrics to track workforce productivity

“Due to increased demand and growth, we encountered issues with product expiration and restocking. This warehouse management system helped us boost productivity, reduce operational costs and waste. Additionally, by optimizing our picking processes, we improved store deliveries, resulting in a 40% increase in sales.”

Project Director at Farmapronto

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