

Global Medical Device Distributor Finds Success With Sage PFW ERP

The Albrtrade Group is a multicompany organization based in Albania. Its operations began in the mid-'90s with syringe distribution, and after finding great success it quickly branched out into the larger category of medical device distribution—and are the recognized leader in its region of the world. To keep business running smoothly, this technology-driven company uses Sage PFW ERP—a powerful and scalable process-manufacturing package specifically designed for the complexities innate to global commerce.

Find a New Sense of Freedom

Located off the coast of the Adriatic Sea, Albania is a country rich in history and tradition. But it wasn't until the early '90s that the government went through a period of democratic and economic reform, and with that reform, introduced its people to capitalism. This newfound freedom gave birth to Albrtrade Group—a company founded by visionary Enver Guga. In its early days, the company's singular focus on syringe distribution was its saving grace as it gained a foothold in an ever-developing economic environment. At the time, the company managed financials with Sage Peachtree—a great entry-level accounting solution for small businesses. But once operations began to blossom, the team needed a more robust system.

Leave it to the Experts

It became evident that Albrtrade Group was ready to make a change when operations had expanded to three locations and the group was running three separate systems to track financials. "It was just too difficult to get the clear picture we needed regarding the health of our business," said Genci Guga, executive director of Albrtrade Group. "We needed a system that met our then-current demands, but would also grow with us. We were quite happy with Sage Peachtree, so we decided to look within the Sage family of products for an ERP system that could handle the data processing that comes naturally to a process manufacturing business, as well as multicurrency, and our lot numbers."

After contacting Sage to explore a new system, Albrtrade Group was put in touch with a local Sage business partner who met with Mr. Guga to evaluate the business and the need. "From their very first visit to our location in Tirana, I knew we had the right partner," says Mr. Guga. "They completely understood the nature of our operations and even set up a demo company to show us how the real-life system would be configured and how it would work in our environment."

Challenge

Albrtrade Group began operations with a singular focus. But rapid growth and new business lines quickly outpaced its entry-level accounting solution's capabilities.

Solution

Sage PFW ERP is the flexible and scalable solution this process manufacturer chose because it could keep pace with the company's future growth.



Customer

Albrtrade Group

Industry

Process Manufacturing
Distribution

Location

Albania

Number of Locations

3

Number of Employees

150

Number of Users

15

System

Sage PFW ERP

- AP
- AR
- Bank Book
- Business Alerts
- Crystal Reports®
- Formulas
- FRx
- GL
- Materials Inventory
- Multicurrency Manager
- Order Entry Pro
- Production
- Purchasing Pro
- System Manager

Results

Albrtrade Group now runs two separate companies, with plans for a third, all through Sage PFW. Real-time inventory control allows the company to accurately forecast profitability.

Gain Flexibility to Manage all Aspects of Your Business

Today Albrtrade Group is made up of two main entities: Albrtrade Pharma, the pharmaceutical manufacturing and medical device distribution arm of the company; and Albrtrade Ducros, an herb and spice manufacturer that delivers products to customers both locally and on the international stage.

The multicompany functionality within Sage PFW allows Mr. Guga to set up and process data for both companies. Now the financial picture of the parent company is easy to navigate and understand. And since Sage PFW comes with the Processing Company ID Menu Header, Mr. Guga is ensured he's always reviewing and recording information associated with the correct entity—reducing improper data entry.

Albrtrade Group does business on an international level, so multicurrency capabilities are of the utmost importance. The Multi-Currency Manager allows Mr. Guga to create and maintain an unlimited number of different currencies and exchange rates. Plus he can enter transactions in any currency and produce reports in both the local currency, as well as their customer or vendor's currency, if they differ. Multicurrency reporting provides Mr. Guga the insight necessary to determine how the company is performing in the international arena.

"When I was evaluating Sage PFW, I was looking for a solution that was flexible, could report on a localized level, and remain compliant to Albanian legislation PFW has surpassed all of those expectations and more," said Mr. Guga.

Information at Your Fingertips

In process manufacturing, accurate information is king. Mr. Guga needed real-time data that provided an exact count on products sold and products in inventory. Albrtrade's use of the Sage PFW Inventory module provides Mr. Guga just that. With data easily accessible, Mr. Guga can make better business decisions about what merchandise to stock, discontinue, and market. Information for profitability planning and product trend analysis is always readily available.

"We needed a system that could meet the current demand and grow with us. Sage PFW has surpassed all of my expectations."

Plan for the Future

With Albania's push for entry into NATO, Mr. Guga is hopeful that government-provided healthcare will improve. But he doesn't think that it will be enough. "We're currently working with the prime minister on plans for a private medical facility under the Albrtrade Pharma wing," says Mr. Guga. "We plan to use Sage PFW to track medicine stock and process our accounting. With the efficiencies already gained, I'm confident that the solution will be up to the task of taking on another business line."

Mr. Guga's greater goal is not just to grow a business, but to help build his nation and better the lives of its citizens. And he's using Sage PFW to make sure that his dream stays on track.

About Sage North America

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. Sage North America employs 4,000 people and supports 3.1 million small and midsized business customers. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 13,100 people and supports 6.2 million customers worldwide. For more information, please visit the website at www.SageNorthAmerica.com.