



CUSTOMER STORY

A new budgeting and forecasting treatment for Atnahs

With increased data volume and countless SKUs from mergers and acquisitions, Atnahs, a specialty pharmaceutical business, could no longer rely on Excel for budgeting and forecasting. With Prophix's financial performance platform, Atnahs has automated its budgeting and forecasting processes, improving visibility into budget deviations and market trends.

Business challenges

Atnahs regularly acquires mature pharmaceutical brands and found that Excel was no longer a suitable tool for their budgeting and forecasting processes. With an increase in the number of SKUs, Excel cannot process the relevant calculations required for forecasting. As a result, Atnahs decided to look for a solution that would replace spreadsheets and integrate with their ERP, Sage X3.

Why Prophix?

Atnahs wanted a solution that would allow them to perform the same level of detailed calculations as in Excel, while also allowing for future growth in terms of managing large amounts of data. It was essential that the platform fully integrate with their ERP to allow for flexible data input from a variety of sources. Prophix was the only platform that Atnahs evaluated because of its Sage ISV Rockstar Partnership status.

Atnahs is a specialty pharmaceutical business, focused on acquiring mature branded medicines out of large-cap and specialty pharma companies globally and developing its own niche medicines. Atnahs operates a portfolio of 21 brands with over 1,900 SKUs across more than 144 markets, with a focus on therapeutic areas such as Cardiovascular, Women's Health & Endocrinology, Neurology & Pain, and Gastroenterology & Oncology.

Operating: Since 2013

Website: www.atnahs.com

Annual Revenue: 160 million EUR

Employees: 130

ERP: Sage X3



Sage Tech Partner

Results

Atnahs sells products in over 130 markets and deals in a variety of currencies. They must abide by government regulations in the UK, as well as the other jurisdictions in which they operate. As part of their data collection process, Atnahs pulls in information from both Sage X3 and Excel, including their sales report and fixed asset register.

With Prophix, Atnahs has automated its budgeting process, allowing them to analyze data in an increasingly complex business environment. To this end, the finance department is better able to understand deviations from the budget. With Excel, their budget process would take up to two months to update. **Atnahs has saved one month in budget preparation**, with the expectation that their return on investment will continue to increase over time.

Aside from internally generated data, Atnahs analyzes market-level sales and volume data from various pharmaceutical databases, alongside in-market data provided by their distribution partners. This bridges the gap between Atnahs and sales to the end prescribers.

Improved information flowing through Prophix helps Atnahs better predict movements in various markets, ensuring they can anticipate future costs that have the potential to affect their financials.

Future plans

The finance department at Atnahs plans to rollout Prophix to a wider group of employees, improving collaboration and alignment across departments. Atnahs also intends to leverage dashboards and standardize their reporting processes in Prophix.

About Prophix®

Ambitious finance leaders engage with Prophix to drive progress and do their best work. Leveraging Prophix One™, a Financial Performance Platform, to improve the speed and accuracy of decision-making within a harmonized user experience, global finance teams are empowered to step into the next generation of finance with no reservation. Crush complexity, reduce uncertainty, and illuminate data with access to best-in-class automated insights and planning, budgeting, forecasting, reporting, and consolidation functionalities. Prophix is a private company, backed by Hg Capital, a leading investor in software and services businesses. More than 3,000 active customers across the globe rely on Prophix to achieve organizational success. Additional information at www.prophix.com.



Get in touch

info@prophix.com
www.prophix.com

+1 (905) 279 8711
1 (800) 387 5915

Find us around the world

Canada
United States
United Kingdom
Belgium
Denmark
France
Germany
Italy

Luxembourg
The Netherlands
Portugal
Indonesia
Malaysia
Singapore
Brazil