



Case study



Cooperativa Nacional de Droguistas Detallistas

Digital transformation

Learn how the largest drug cooperative in Colombia has digitally transformed its strategic, indicator and document management

Document and strategy management in the pharmaceutical sector

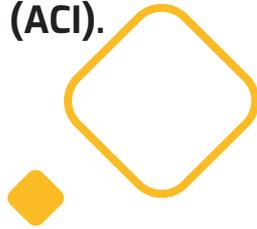
A giant in the Colombian pharmaceutical sector and the 20th largest cooperative in the world, Coopidrogas pursued digital transformation with Interact's software Suite SA to efficiently manage its strategies, indicators and documents.

The possibility of tracking documents and implementing the agile digital signature tool led the Colombian company to use the system in all its offices in the country.

In addition to document management, Coopidrogas also took a leap in its governance by implementing Interact's Strategic Management solution to work on its indicators and, in this way, facilitate decision-making in the cooperative.

About Coopidrogas

According to the Confecoop ranking, Coopidrogas is the second most active cooperative in Colombia and the 20th in the world, according to the International Cooperative Alliance (ACI).



Founded in 1969 in Bogotá, Colombia, the Cooperativa Nacional de Droguistas Varejistas – Coopidrogas, was born from the union of 20 professionals who sought more competitiveness and profit margin when selling medicines. Given the difficulty of buying drugs directly from the laboratories, due to the low volume of individual orders, they founded a cooperative, which would completely change this scenario for autonomous sellers.

Since then, the cooperative has become a leader in the Colombian pharmaceutical sector. Currently, Coopidrogas leads with a market share of almost 30%.



In 2017, gross revenue was \$764 million. According to information from the Economic Observatory of the Confederation of Cooperatives of Colombia (Confecoop), Coopidrogas ranks as one of the largest cooperatives in the country, with an estimated income of US\$1.9 billion.

Fonts:
www.larepublica.co, confecoop.coop www.semana.com



Coopidrogas in numbers

Coopidrogas operates in the distribution of medicines and popular products to affiliated pharmacies. It's a leader in the implementation of technology for the reception, separation, storage and distribution of goods.



5000 associates

Colombia's No. 1 Distributor

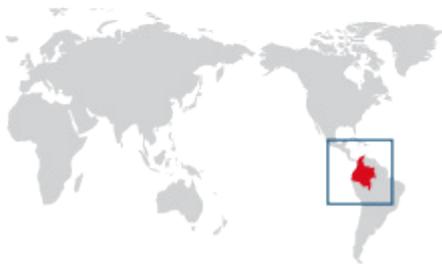
1.200

Jobs generated

7.539
Stores

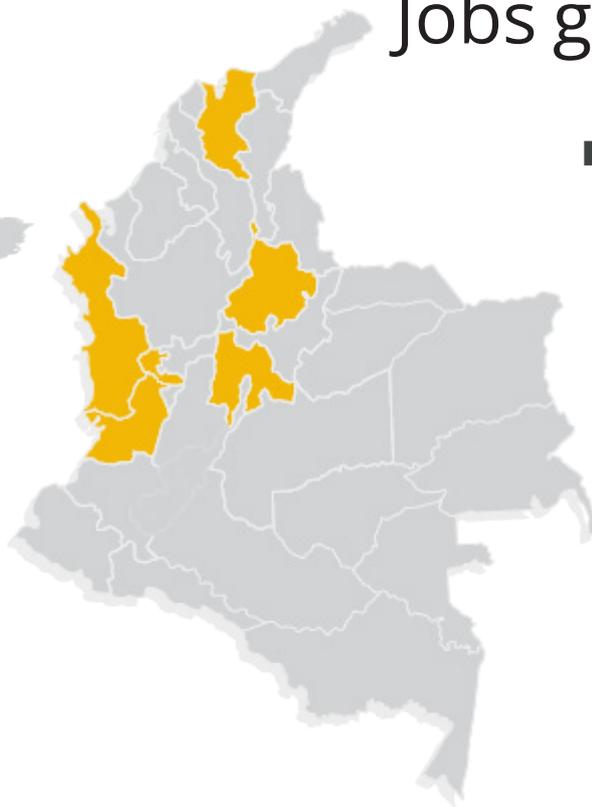
654
Cities

32
Department



6 headquarters

Bogotá
Cali
Barranquilla
Bucaramanga
Medellín
Pereira



Font: www.latinpymes.com



Growth in 2020 of 93%



In its operating income, Coopidrogas presented a growth of 16%, reaching the mark of US\$ 5.6 million, against US\$ 4.8 million in 2019. In 2020, the company also obtained a net profit of US\$ 7.8 million, which meant a growth of 93.7% compared to the US\$ 4 million registered in 2019.

Sources:
<https://www.coopidrogas.com.co/images/documentos/premio-comportamiento.pdf> y
<https://www.laopinion.com.co/empresas/estas-son-las-mejores-empresas-para-trabajar-en-colombia>

Awards won:

2017  prêmio logyca X de colaboração

2021 4° place  BEST 2021 WORKPLACES





Document management

Interact's document management module, SA Document Manager, was a differentiator for Coopidrogas, which works daily with a large volume of documents. Among the employees, around 1,200 people, the cooperative needed to electronically manage its documents with the help of Interact software.



More control, ease and agility when managing the organization's documents

The document management module offered Coopidrogas the opportunity to control access to each of them according to the permission assigned to each employee. In addition, it allowed full control over who opened and read each one, improving communication and internal instruction.

Another relevant point was the possibility of reducing physical files. This material, in addition to taking up more and more space within the company, required even more manual work from employees. Before the use of the software, it was necessary for people to go to the archives to look for the documents in the midst of an infinity of papers. The loss of time and excessive manual work



ended up taking the focus away from activities that were really relevant to the company.

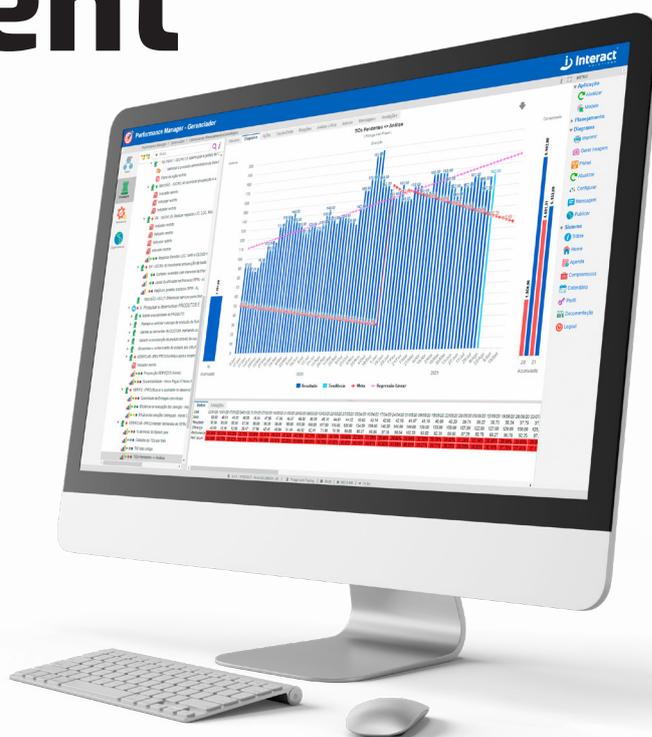
Now, with electronic document management, it is easier to access each one of them. Another positive point is the possibility of storing and controlling data, generating indicators that started to provide a more solid basis for decision-making and strategic positioning of Coopidrogas. This work was done from the integration of the document module with the SA Performance Manager, for the management of the strategy.



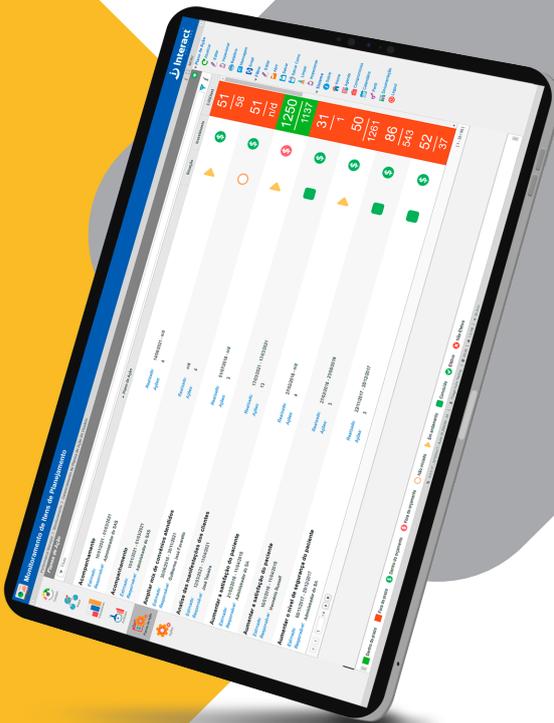
Strategic management

Indicators for high performance

The possibility of gathering, compiling and evaluating the organization's own data led Coopidrogas to start another management phase. "We are constantly improving the use of the software to achieve the expected results, leveraging the use of the tool. The indicators are undoubtedly helping us to make decisions, which allows us to analyze the complete picture of the company. understand the essence of the data", shares Ricardo Campos, director of Organization and Methods at Coopidrogas.



The project path



More effective document management

The entire process of implementing Suite SA in the management of Coopidrogas was accompanied by the International Project Consultant, Iván Lasso. According to him, the cooperative had been showing the need to electronically manage all its processes, procedures and document infrastructure. "This work is carried out by the Organization and Methods team at Headquarters and had as one of the main objectives to prepare, review and authorize documents, enabling consultations or interventions according to each level of access permission", he explains.



Iván Lasso
Interact International
Project Consultant



Considering the need to control expiration dates, versions and document repositories - by matrix, processes and areas, Coopidrogas hired Interact's Suite SA with two modules, SA Document Manager and SA Performance Manager, which allowed for an agile and instant documentation of your operations. "In addition, it was possible to move towards the zero paper policy and to have a real-time monitoring of consulted documents, pending expiration or authorization processes", says Iván.

In the same period, Coopidrogas received consultancy to work on its planning using the Balance Scorecard (BSC) methodology. With the result of this work, the company took its strategic planning to the SA Performance Manager module, starting to manage its perspectives, objectives and indicators. The implementation project was

carried out in four months during the second half of 2017 and had the participation of the entire Organization and Methods team. "We work on document parameterization and their massive loading. The team also worked on building the strategic and operational structure of its BSC and on creating metrics, process indicators, KPIs and formulated indicators", recalls Iván.

At the end of the project, the Coopidrogas implementation leader traveled personally to train the areas in different locations in Colombia. "We created a very nice bond with this client, who has already participated in events giving his testimony and showing his management practices supported by Suite SA", he points out.

Testimonial from Coopidrogas



Like any organization that permanently seeks success, Coopidrogas set out to implement a methodology that would allow it to measure its performance and strategic compliance in each of its headquarters and areas. Likewise, we also seek to manage process documentation more efficiently.

The volume of information to be managed required the use of a tool that allowed managing, analyzing and controlling the previous aspects, so that they were a source of information for improvements and control in the achievement of goals.

With this need, we look for several software options.



Ricardo Campos T.
Director of Organization
and Methods at Coopidrogas



In the presentations that each different supplier made, some offered the possibility of being adjusted, others could be fully parameterized or were already defined in a standardized way for their customers.

After evaluating the aspects of interest to the Cooperative, the proposal made by Interact Solutions was selected, as it met expectations, such as: modular application, KPI management and documentation in a single tool, implementation in a short period of time, permanent updates, use intuitive for end users, ongoing support and more.

The installation and use of the Suite SA tool in the SA Document Manager and SA Performance Manager

modules was done quickly. Creating folders, uploading and creating the information necessary for their use took additional time and also required training of end users. With the implementation, we realized that the tool fulfills its objective and allows users to manage its documentation and feed, review, analyze and define action plans related to the measurements carried out, with friendly and clear graphic environments, reports that allow monitoring and periodic review. and if you want in real time which aspects to pay attention to.



Some decision factors for the choice of Suite SA:

Fast implementation

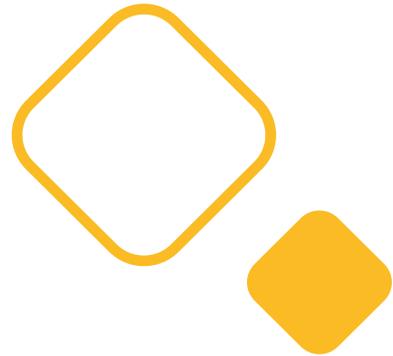
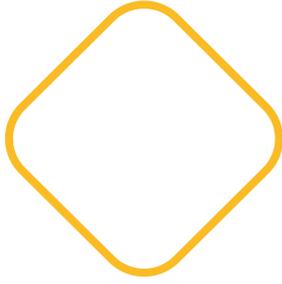
After negotiation and mapping of customer needs, the software implementation takes place in an agile and coordinated manner.

More intuitive use

The tool was designed to meet the most diverse needs of a company, with broad, assertive and intuitive usability.

Permanent support

Interact Solutions offers its customers constant support, with a prepared and constantly trained team.



0800 643 5100



@InteractSolutions



@InteractSolutions



interact-solutions



www.interactsolutions.com



This project was carried out together with **Proyectos Organizaciones**, a consulting company in Colombia, allied with Interact.

Bogotá
Calle 7 No 20 - 10
+57 (1) 3123929129
edgar.ramirez@interact.com.br
www.proyectosorganizacionales.com