

B2B Challenges in the Pharmaceutical Industry



B2B Challenges in the Pharmaceutical Industry



The pharmaceutical industry is complex with stringent regulatory requirements, challenging pricing structures and sensitive product information. Technology is playing an important part in the evolution of the sector. It's affecting everything from online pharmacies and telehealth to raw material marketplaces and specialist distribution solutions.

However, inflation, interest rates, tax changes and environmental regulations are all adding to costs. At the same time there's more pressure than ever to reduce prices to health providers and end users. The relationship between [value and price](#) is becoming more critical than ever and the sector is under intense scrutiny.

That's why over half the financial leaders in the pharmaceutical industry say they intend to [increase digital transformation](#) to improve standardization and automation.



Business to business (B2B) ecommerce solves many of the challenges you face in the [pharmaceutical sector](#). It helps you tackle complex regulations, security and supply chain challenges. You can automate workflows to speed up your order to cash process and improve [customer experiences](#).

With [Cloudfy](#) you can streamline and simplify operations to improve efficiency and visibility across your supply chain. With pre-built integrations for leading business systems like SAP, NetSuite and Microsoft Dynamics implementation is fast and cost effective.

With easy to use online catalogs and self-service tools your customers can manage their accounts at times to suit them. Wherever they are, they can access high quality product information, specifications and technical data. You'll deliver efficient procurement solutions for your customers with automation, reliable inventory information and accurate pricing.

Important in-person relationships are strengthened when your field sales representatives can take orders efficiently with a powerful mobile app. For restricted products you can manage serialized stock licenses, enforce quantity limits, and prevent purchases of specific product combinations.

B2B challenges in the pharmaceutical industry

For many pharmaceutical businesses developments outside of their control are presenting major challenges. They range from materials and skills shortages to cybercrime and economic uncertainty.



Regulation

All aspects of the industry are highly regulated and organizations must maintain high standards of vigilance. The benefit is that strict management protocols help improve operational efficiency, reduce costs and simplify quality control. Electronic systems can capture data, maintain its integrity and streamline document management. Globally recognized information security standards maintain confidentiality and keep sensitive data safe.

Shortages.

Eight out of 10 pharmaceutical manufacturers report ongoing [skills shortages](#). Combined with inflation, supply-chain disruptions, new regulations and supply shortages, the sector could soon face a crisis. Stockpiling key medication is only a temporary solution with worrying long-term implications. Automation to improve processes and supply chain visibility can help overcome the longer term challenges.

Security

Data breaches and cyberattacks in the pharmaceutical industry have some of the [highest average costs](#). The sector is targeted because of the sensitive data and valuable research and technology involved. Widespread use of internet of things (IoT) devices creates vulnerabilities so use of advanced technology and security protocols is essential.

Collaboration

Manufacturers, distributors and dispensers are looking for better ways to share information to improve security and prevent crime. Advanced electronic connectivity supports secure data sharing and improves processes, helping to prevent bottlenecks and minimize errors and risks.

Traceability

Tracking products throughout production, storage and distribution is essential for quality control and security. However, this represents a significant administrative overhead. Solutions need to unify materials supply, manufacturing and distribution all the way through to the ultimate end user.

How to optimize B2B opportunities in the pharmaceutical industry

Organizations throughout the pharmaceutical industry face wide-ranging challenges.

Solutions can include document management to protect sensitive data to process efficiency that reduces costs and helps meet sustainability goals.

Strategic implementation of the latest technology will help solve current and future challenges. Businesses can streamline operations, improve access to information and achieve more with less.

OPPORTUNITY 1

REPLATFORMING

During the pandemic global growth in pharmaceutical ecommerce was unprecedented for both [direct to consumer \(D2C\)](#) and B2B sales. This included the pharmaceutical sector, which requires high quality design and [functionality](#) to deliver easy, efficient and transparent purchasing.

However, without maintenance or regular updates, it's inevitable that your B2B ecommerce platform for pharmaceutical companies will slow down and offer limited functionality. You won't meet your customers' needs and maintenance will become more costly and difficult.

SOLUTION 1

[Replatforming](#) to a purpose designed B2B ecommerce solution will help you stay competitive and increase sales. You'll improve your teams' workflows and your customers' experiences. You will benefit from greater functionality, improved performance and reduced maintenance requirements.

OPPORTUNITY 2

ERP INTEGRATION

Enterprise resource planning (ERP) systems are powerful business tools that help you understand all your operations. Seamless business system integration improves processes and gives you end to end visibility of operations. Combining B2B ecommerce pharmaceutical software with your ERP system provides a complete view of your business.



SOLUTION 2

Pre-built B2B ecommerce-ERP [integrations](#) provide a cost effective way to automate key sales processes. Your registered customers can see inventory, pricing and delivery information in near real time and manage their accounts. There's no need for lengthy data synchronization processes. You'll almost eliminate manual data entry, so you can minimize errors and delays too.

OPPORTUNITY 3

PRODUCT INFORMATION MANAGEMENT

Your catalog might include hundreds or even thousands of stockkeeping units with extensive and detailed data. Maintaining up to date information, specifications and safety data is a major administrative overhead.

SOLUTION 3

[Product information management \(PIM\)](#) tools built in to your pharmaceutical ecommerce platform or integration with your own PIM software simplifies the whole process. You can provide your buyers with up to date product specifications, certifications and compliance data, ready to download when needed. You can minimize customer service enquiries and simplify your compliance processes.

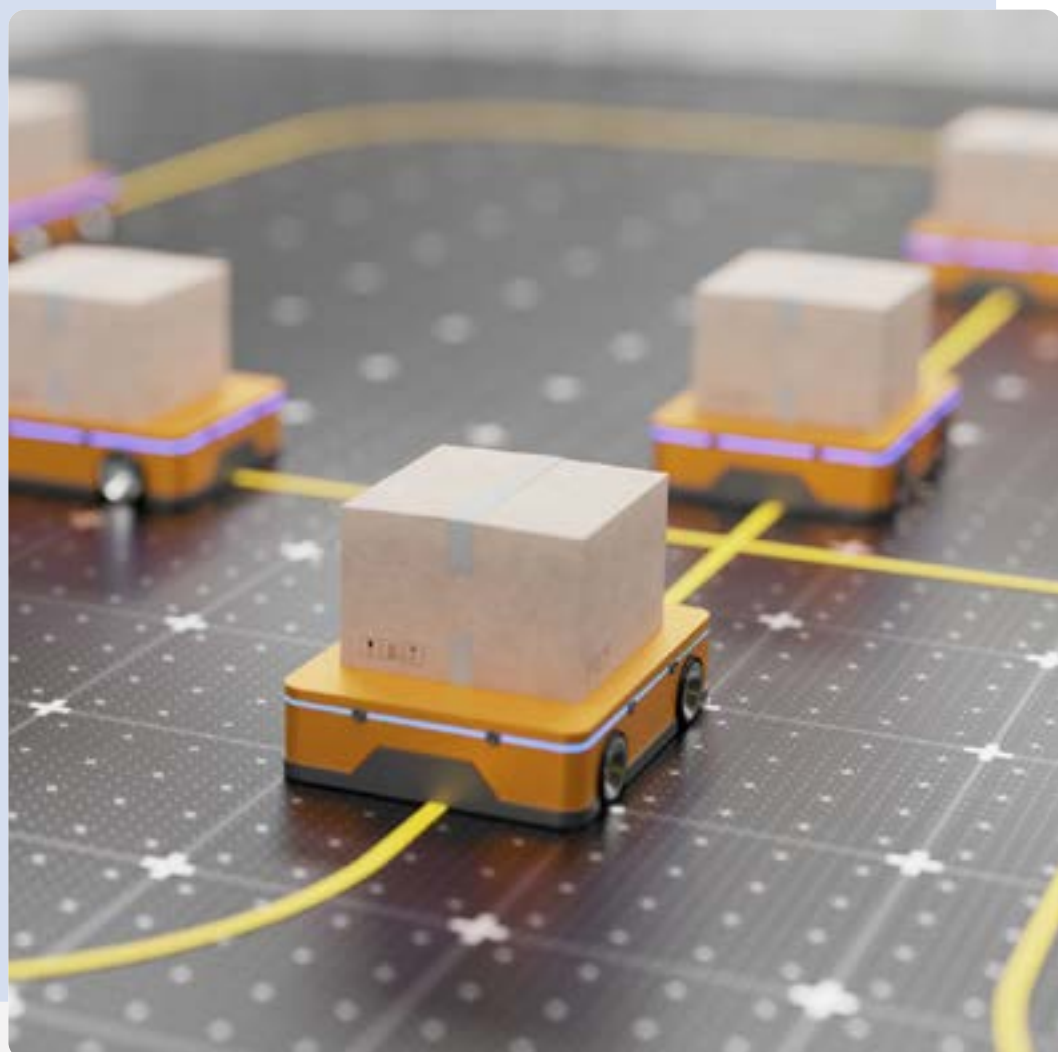
OPPORTUNITY 4

SALES AUTOMATION

Restricted catalogs help maintain the required regulatory controls in the pharmaceutical sector. Automated controls ensure only those with the correct licenses can purchase controlled pharmaceutical products, medical devices and healthcare equipment. Online registrations and logins simplify the process

SOLUTION 4

[Sales order management](#) tools simplify processes and provide inventory visibility. Product control and pricing are more reliable. AI and predictive analytics based on buyer behavior can also help you anticipate and meet demand and improve customer satisfaction.





OPPORTUNITY 5

FIELD SALES SUPPORT

Your field salespeople regularly visit wholesalers, brokers, pharmacies, doctors' offices and hospitals and attend events. Paper catalogs quickly become out of date and don't fully showcase your products.

SOLUTION 5

A field [sales representative app](#) for mobile devices provides instant access to product data, inventory, customer-specific catalogs and accurate pricing. Even without an internet connection your representatives can update previously downloaded details, provide quotes, place orders and take notes. All the information goes straight back to your ERP when they reconnect to your system. You'll increase efficiency, productivity and customer satisfaction.

OPPORTUNITY 6

PRODUCT SAFETY INFORMATION

High quality and up to date information about medicines and medical devices is essential for patient safety. Healthcare professionals and end users expect easy access to professional and reliable product data. Robust processes are also needed to meet your compliance obligations.

SOLUTION 6

Your pharma B2B ecommerce platform is an ideal place to store and share key product information. You can provide your customers with up-to-date documentation to view, download and print. Authorized users can securely access and download safety data sheets (SDS) and other critical product information from an easy to use dashboard. You will streamline compliance and create a safer working environment.



OPPORTUNITY 7

REPEAT ORDERING

Your buyers often make regular repeat orders for the same products. You can improve your cashflow and build customer loyalty with easy reordering tools.

SOLUTION 7

[Subscription ordering](#) improves operational efficiency and customer satisfaction. It makes repeat ordering easier and simplifies order processing for your administration team. Manual data entry is minimized so you also [reduce errors](#). You can create an automated reordering process for specific frequencies, durations, and lead-times. For shipments that require advance authorization you can automatically notify customers when it's time to submit their approval.



OPPORTUNITY 8

INTERNATIONAL SALES

The pharmaceutical industry is truly global but local requirements can vary dramatically. You won't want to create new sales channels for every country and region you serve. Sales increase when you present your catalog in the local language and your customers can purchase using their preferred currency. Local needs vary too, so you might want to offer different products, combinations and fulfillment options.

SOLUTION 8

A purpose designed pharma B2B ecommerce platform helps you meet the needs of your international clients. You can deliver your online catalog in [multiple currencies and languages](#). You can even offer individual clients their own [personalized](#) catalog, pricing and payment arrangements.

OPPORTUNITY 9

E-PROCUREMENT

Electronic systems and technologies across your procurement processes make significant contributions to transparency, accountability and anti-corruption measures.

SOLUTION 9

[PunchOut](#) catalogs provide your customers with enhanced ordering experiences directly from their own purchasing systems. You can create bespoke catalogs for organizations or individual buyers. Once an order is complete and approved internally fulfillment is triggered immediately. For larger customers [AS2 EDI integration](#) provides security, data sharing and collaboration to make procurement processes faster and more efficient.



Case Study:



The UK's National Health Service (NHS) worked in partnership with the pharmaceutical giant Abbott Laboratories. Jointly they needed a seamless solution for

nationwide supply of a diabetes monitoring product to patients. The solution was an online ordering portal for NHS doctors and nurses, patients and the dispatch and delivery provider.

Cloudfy was chosen for the task. It was ideal to meet the partnership's complex requirements and handle the significant order volumes.

[Read more.](#)

A B2B ECOMMERCE PLATFORM FOR PHARMACEUTICAL COMPANIES WITH CLOUDF

Cloudfy solves many of the challenges faced by the pharmaceutical industry. Processes are streamlined and simplified, improving efficiency and visibility across your supply chain.

Pre-built integrations for leading business systems make implementation fast and cost effective. You can automate workflows to speed up your order to cash process. Easy online self-service allows your customers to manage their accounts and access high quality product information, specifications and technical data. This minimizes repetitive administration tasks and leaves your customer support and field sales teams free to add value elsewhere.

As a software as a service (SaaS) solution it's all available in the cloud so you can simplify your IT infrastructure. Hosting, security, updates and maintenance are all handled for you so it's a reliable and cost-effective solution.

Find out how Cloudfy's B2B ecommerce pharma platform can play a key part in the digital transformation of your pharmaceutical business

[Book a free demonstration today.](#)

FAQs

Can B2B ecommerce increase sales for pharmaceutical businesses?

If you want to stand out amongst the dozens of online searches B2B buyers complete you need to deliver high quality content quickly. You're missing valuable sales opportunities if your products aren't easy to find online. Search engine optimization showcases your products and easy on-site navigation and predictive search tools help buyers find what they want. A frictionless checkout with multiple delivery options and flexible payments will improve conversion rates.

Can a B2B ecommerce platform help build loyalty with my pharmaceutical clients?

You can provide personalized experiences with specifically branded sites for key customers and buying groups. New sites tailored to different markets will support diversification with features and functionality tailored to customer requirements. You can also manage loyalty points, discounts and promotions directly from an easy-to-use administration dashboard.

Can I streamline pharmaceutical procurement with B2B ecommerce?

Multi-level authorizations help your buyers complete their orders. Easy procurement and purchasing controls create efficient approval processes. PunchOut integration allows you to share customized catalogs inside your customers' own procurement systems. Electronic data interchange (EDI) provides fast and secure procurement processes. Easy reordering tools and favorites lists make day to day tasks much simpler.

Can a B2B ecommerce platform help with pharmaceutical industry compliance

Catalog customization allows you to control access to products. Registered users see only the products they're authorized to purchase. You can also control product combinations and quantities. It's all managed as part of the customer registration and login process. For licensed products you can use dedicated license generation software or your ERP system to attach license numbers to orders.

Can I sell directly to end users from my B2B ecommerce site?

You can create a guest checkout facility for non-registered users to view and buy some or all of your products. You can offer multiple payment options for fast and easy checkouts. Your registered trade customers can log for their own contracted prices, product choices and preferred payment methods



WORK WITH A **TRUSTED PARTNER**

To answer all these questions and the many others you will certainly have about the best B2B ecommerce software for your manufacturing, distribution, or service business [the expert team at Cloudfy](#) will be happy to help.

Cloudfy has been designed from the beginning to meet the needs of B2B ecommerce and you can launch a new site in weeks rather than months or even years. You can fully integrate orders, pricing, product and stock data with a range of ERP, warehouse and accounting systems.

Upgrade your B2B Ecommerce Stack with ease

REQUEST A DEMO

I HAVE QUESTIONS FIRST

cloudfy.