

## Holi Pharma Digitally Transforms to Drive Growth and Expansion with IBM, SAP, and AWS



**Jakarta - May 5 , 2023:** Indonesia's top pharmaceutical company, PT Holi Pharma, announced a collaboration with IBM (NYSE: IBM) and SAP to accelerate its digital transformation to grow and expand throughout the country. IBM Consulting has helped Holi Pharma successfully deploy RISE with SAP to move its mission-critical ERP workloads and processes to the cloud. This will bring faster operational insights to Holi Pharma, which is expected to significantly impact the group-wide efficiency and production capacity.

Propelled by the aspiration to become a national asset, the move by Holi Pharma dovetails Indonesia 4.0 roadmap to make the populous nation among the top 10 economies in the world by 2030 [1]. The pharmaceutical sector is one of the seven industrial sectors identified by the Ministry of Industry as a key player and contributor to the nation's economic success.

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By working with IBM, SAP and AWS, Holi Pharma will now be able to accelerate its SAP S/4HANA transformation journey and share data efficiently among business units to provide decision-makers with precise operational insights. It also speeds up processes like month-end closing and production planning, allowing Holi Pharma employees to spend more time on value-added analysis. RISE with SAP will enable Holi Pharma to conduct detailed profitability analysis at the segment and product level by utilising FI and CO module. ”

With the elasticity of high-performance computing and storage systems, AWS enables IBM and SAP to deploy the RISE with SAP landscape faster, achieving significantly shorter project timeline for Holi Pharma.

“Having data that is integrated, accurate and in real-time throughout the company is the strong foundation for increased production capacity and innovation of Holi Pharma group,” said **Andreas Diantoro, Managing Director, SAP Indonesia**. “Enabled by RISE with SAP, the combined expertise and experience from the expanded partnership with IBM and AWS will lay a foundation for Holi Pharma to accelerate its business transformation and enhance its leadership position.”

“Our work together will help joint clients streamline and modernize their SAP workloads,” said **Gunawan Susanto, Country Manager, Indonesia, AWS**. “The collaboration among AWS, IBM, and SAP illustrates the IBM Ecosystem at work to address the challenges on speed and efficiency facing our clients when migrating and modernizing their ERP system.”

“IBM and SAP have the deep experience and knowledge to help companies looking to advance their transformation journeys by leveraging a hybrid cloud approach, said **Andrian Purnama, Managing Partner, IBM Consulting, Indonesia**. “Our work together with Holi Pharma will be the backbone that enables the company to scale their digital transformation and accelerate growth.”

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## Reference:

[1] <https://www.investindonesia.go.id/en/why-invest/indonesia-economic-update/making-indonesia-4.0-indonesias-strategy-to-enter-the-4th-generation-of-ind>

**About Holi Pharma:** PT Holi Pharma is a pharmaceutical company located in Cimahi, West Java, Indonesia and has been established since 1968. At the end of 2021, PT Holi Pharma was acquired by PT Pyridam Farma Tbk. PT

Holi Pharma produces a wide range of medicines from various therapeutic areas in the form of syrups, tablets/caplets, capsules, semi-solid, and external liquid medicines. This company has more than 150 SKUs of products with a combination of generic and branded products that include drugs, antibiotics, vitamins, and supplements.

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