



## **PRESS RELEASE**

Stockholm, 9 June 2009

# **Unique SAP project: Bluefish implements SAP in eight countries in just eight weeks**

**In a unique SAP project, Bluefish Pharmaceuticals has implemented SAP in just eight weeks at nine companies in eight countries.**

– Initially we had planned to implement SAP in six countries but as the project progressed so smoothly we decided to add another two countries to the project. We went live on 1 June with SAP at nine companies in eight countries. In my opinion, having just a few decision makers with the authority to take immediate decisions, as well as us adapting to SAP standards, have been the key to success says Karl Karlsson, President and CEO at Bluefish Pharmaceuticals.

To be able to expand their business quickly throughout Europe, Bluefish decided to implement SAP earlier this year. An agreement was signed with the Swedish SAP partner Implema.

The project includes Bluefish's two Swedish companies, the sales companies in Finland, Germany and the Netherlands as well as the Indian technology centre in Bangalore. All sales companies are integrated with the Bluefish warehouses in Sweden, Germany and the Netherlands. Central purchasing is managed from India. The implementation of SAP also included the companies in Spain, Austria and Italy.

The Swedish SAP partner, Implema has ten years experience of implementing SAP within the SME segment (small and medium sized enterprises). This unique experience has transformed our methodology, making it possible to implement SAP quickly and cost efficiently.

Bjorn Odewing, one of Implema's four founders, explains;

– A SAP project with Implema normally takes between 8 and 24 weeks to complete. That is so unique that some people find it difficult believing that these are actually full scope complete SAP ERP implementations. But of course, it's the "real" SAP. In 8 to 24 weeks our customers get a full scale SAP ERP system that covers the entire company's operations.

– We chose SAP as they have a good solution for corporate groups with operations in multiple countries, says Karl Karlsson. With the SAP platform in place we will be able to develop our business in the coming years.

– Implema's ability to realize an international SAP project in only eight weeks is proof that it is possible to implement SAP in a very short time. It also proves that SAP is also well suited to smaller companies, says Mattias Bolander SAP Country Manager Sweden SME.

#### **For more information**

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#### **About Bluefish Pharmaceuticals AB**

Bluefish Pharmaceuticals offers high quality, cost effective generic pharmaceuticals of great medical value to patients. The company was founded in 2005 with the ambition to create a pan-European pharmaceutical company with a focus on product development, registration and marketing.

The company's product portfolio consists of 27 products, of which 18 are approved in at least one European country, and another 11 are under registration. Bluefish has offices in Sweden, India, Germany, Italy and the Netherlands.

[www.bluefishpharma.com](http://www.bluefishpharma.com)

#### **About Implema**

Implema is a consultancy with 100% focus on SAP and business solutions for medium sized enterprises. The company was founded in 1998 and is the leading Swedish SAP supplier to the SME segment.

Implema is headquartered in Stockholm, Sweden and has an annual turnover of EUR 10 million.

[www.implema.se](http://www.implema.se)