

Digital transformation taking CTECH Global to greater heights

CTECH Global specializes in the wholesale trade of medical, scientific and precision equipment and products for the pharmaceutical sector. Headquartered in Singapore, the company has offices in China and Myanmar, with plans to expand into the Middle East.

Since 2011, the company has been relying on manual processes to source and sell its products. As a result, the operations were inefficient and susceptible to human lapses.

Management had limited visibility of performance and often decisions were based on best-guess, limiting the company's true potential.

In 2020, the pandemic boosted worldwide demand for products such as disposable face masks, test kits, ventilators and personal protective equipment. This bolstered the company's sales tremendously. However, they could have done more as the manual processes limited their ability to seize the opportunities.





Zooloo, CTECH Global, Microsoft Dynamics 365 & Power BI

Customer Challenges

Slow processing and human lapses were just some of the challenges faced by CTECH due to its manual operations. The sourcing team was bogged down with administrative requirements. Each transaction had to be handled personally with phone calls, e-mails, and personal follow-ups. Each department had its own spreadsheets and kept standalone records. The manual operations meant that the management had limited visibility on the company's performance. Running the business with limited visibility of its business performance makes the company vulnerable to market changes and competitive pressure. This model was messy and became unsustainable as the business grew.

Zooloo's Solution

When asked to assess CTECH's operations, Zooloo saw the potential for the company to leverage an end-to-end digital platform that will allow the company to scale its already healthy sales. Zooloo's DSM Suite 2.0 developed for the wholesale trade business allowed CTECH's operations to be automated and individual departments to be integrated. This eliminated time-consuming and error prone manual processes. At the same time, stand-alone excel spreadsheets maintained by various staff were eliminated. Apart from accurately capturing vendor profiles, product, inventory and order fulfillment data, management was able to have real-time visibility of the business performance via a dashboard.

Customer Benefits

With each purchase and sale captured in the system, the management now has real-time visibility of the business performance. They could tell how well each product is doing, and adjustments to the product line could be made promptly. Management is now able to make data-driven decisions on what and how much inventory to stock. This will minimize stockout situations as well as overstock situations. With visibility of the stock status, the company can assess the customer situation and determine the growth potential of each customer. The scalable cloud based digital platform allows the company to further its global expansion beyond the current markets to the Middle East. The company is now ready to take on a bigger slice of the pharmaceutical wholesale market.

**"More efficient
processes"**

**"Real-time visibility
of inventory"**

**"Paperwork time
saved which is
invaluable"**