

# Almirall obtains a global overview of the packaging production process with WebCenter



Almirall is a global pharmaceutical company with its head office in Barcelona, dedicated to offering medicines and medical equipment. When the company decided to change its strategy for managing the packaging production process, Esko WebCenter was its solution of choice.

## The customer says

***“We have doubled our volume of work in the time since we began using WebCenter but have the same number of people dealing with the management processes.”***

*- Agust Mercè, Product Operations Planning Manager*

## About Almirall

Almirall was founded in 1943 and covers the entire pharmaceutical value chain, providing a diversified and dynamic portfolio including in house I+D pharmaceuticals and licenses. In 2015, it generated total revenue amounting to 769 million Euros. With 1,800 employees, Almirall has a proven and extensive presence in Europe as well as in the U.S. Its products are commercialized via 13 subsidiaries, with commercial capacity in 21 countries in Europe as well as in the U.S. as well as via agreements with strategic partners in more than 70 countries over 5 continents.

## The challenge

Almirall was seeking a tool for managing the packaging production process for its products, and gaining a global overview of the entire process.

## The solution

Esko WebCenter, a powerful web-based platform that administers the preproduction approval cycle for packaging as well as the product life cycle.

## The benefits

- Unification and automation of the management process for packaging production

- A global overview of the packaging design and production process
- Shorter time to market
- Efficiency gains
- Perfect functionality for management with real-time reporting
- Process security and error elimination
- Up-to-date information available to all stakeholders across a complex supply chain
- Process control and visibility
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[www.esko.com/webcenter](http://www.esko.com/webcenter)

**“WebCenter provides us with perfect functionality for management, with the potential, flexibility and agility that other systems on the market do not process.”**

Almirall manages all artwork through its Global Packaging and Design department, with all processes managed internally. Prior to implementing WebCenter, the entire process had been manual and responsibility was divided among different managers. Once WebCenter was introduced, Almirall benefited from a completely integrated and centralized packaging production process.

Agust Mercè, Almirall Product Operations Planning Manager, explains: “We had other options that were specific to the pharmaceuticals market, but they were not what we were looking for. WebCenter, on the other hand, offered perfect functionality, with potential, flexibility and agility other systems simply did not have because they were not designed for the kind of streamlined process we were seeking. Over the years, it is absolutely clear that we made the right choice since many other companies in the sector are now following our lead.”

Almirall has been working with WebCenter since 2010 and the tool is now integrated into the workflow and a fundamental part of the multitude of processes used. More than 300 users use WebCenter as a routine part of their work, across medical, design quality and marketing departments, as well as external design agencies and partners. All stakeholders can access the tool using PC or MAC computers or mobile platforms such as iPhone and iPad. However, all resource are maintained within a central team.



*Agust Mercè, Almirall Head of Product Operations Planning*

## Global overview

Almirall uses WebCenter for managing the design, review and revision process for its packaging, both when changes are needed in an already existing package design as well as when a new design has to be created for a product launch. The process is simple: a new request is created in the system, followed by a briefing stage where all the information and assets necessary for an artwork are collected centrally. Once all the information is collected and verified, the new artwork is created, followed by a coordinated review and approval process. The WebCenter workflow engine is linked to the entire production workflow. It includes all job information needed for implementing the process and for enabling monitoring and follow-up, fundamental requirements for saving time and getting to market faster.

WebCenter solves one of the primary problems Almirall experienced previously; the difficulty in gaining a global overview of the entire packaging production process. Previously it was managed by different people in different locations, each using their own files and systems; now it is centrally managed.

## Security

In addition to the important workflow benefits provided by WebCenter, the process also improves security. Mercè explains that for a pharmaceuticals company, this is fundamental. "Currently there are no longer any manual elements in our workflow," he says, "and it is the system that defines who is authorized to give approvals on the basis of defined flows. Today we have 33 different approval flows, depending on the product, which in turn is multiplied by a similar number of flows depending on the country with which we are working."

Mercè, the advantage is that the system allows configuration of custom flows. "We are able to adapt WebCenter to our need for standardization, and that has been the basis of our success. It is a flexible, scalable tool that can be adapted to any type of business."

Mercè continues, "We have doubled our volume of work in the time since we began using WebCenter but have the same number of people dealing with the management processes."

***We have (also) gained time given that processes which before took months can now be completed in less than a month. None of this would have been possible without WebCenter.***

That's because processes have been automated, reducing or eliminating wait time and increasing productivity. As a result, they can dedicate themselves to activities which add more value and to supporting new market opportunities we are in the process of developing. We have also gained time given that processes which before took months can now be completed in less than a month. None of this would have been possible without WebCenter".

## Up-to-date information

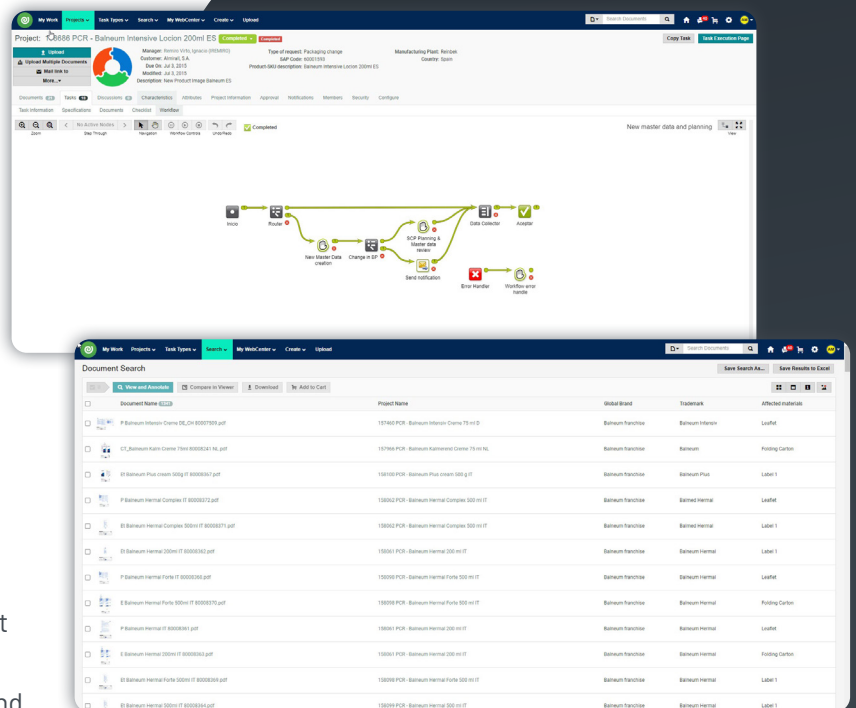
The tool can also be used to quantify data and for monitoring, Mercè points out. “For example,” he says, “analyzing how much time it takes to approve a packaging design, usually 10 days, or how many versions we need before we reach a final version or how much time is needed to prepare the design for launching a product. This information helps us make decisions, enabling us to reduce time to market and eliminate errors which are detected before they reach a critical stage, since everything is highly visible to all the departments involved.”

Almirall manages 2,000 package designs and 1500 projects, making WebCenter an indispensable tool. According to Mercè, “Being able to see the information and having it completely up to date and shared with everyone who needs it, in real time, is one of the great benefits of the system. That enables us to have precise control of activity times, immediately see whether there are delays, and to know the exact status of each launch. It provides us with an entire data series that helps us plan for the future, a fundamental necessity for decision making. If something is not going well, you know immediately whether you can correct it or not, and you can change course to solve the issue in some other way. That is a tremendous advantage.”

## Looking Ahead

The next step for Almirall is to evaluate the new WebCenter update package that includes Global Vision, a program which supports text reviews, to develop all the 3D capacity for packaging and to take advantage of all Esko synergies with other companies in the Danaher Group, such as Pantone, with an eye to implementing PantoneLIVE for even better color control and quality throughout the supply chain.

Mercè concludes by saying, “Taking into account the cost of acquiring WebCenter, of implementing and maintaining it, and comparing that with the benefits, it is difficult to understand why all businesses don’t use it. The return on investment is amazingly fast, and it continues to deliver more benefits over time.”



WebCenter helps in gaining a global overview of the entire packaging production process.

## Esko's dedicated packaging management solution helps life sciences and pharmaceutical companies

- Build quality into your process
- Reduce risk of errors at every stage
- Maintain absolute control and GMP compliance (see more below)
- Manage the challenges of controlling your packaging and labeling copy and content
- Adapt to changing regulatory requirements with ease

## Tackling good manufacturing practices (GMP) for pharmaceuticals. How can Esko help?

Good Manufacturing Practices (GMP) for pharmaceuticals require that highly regulated companies use software that is validatable (often referred to as 'GMP compliant'), specifically against regulations set out by the FDA governing electronic systems known as FDA 21 CFR Part 11 and the European Commission's Annex 11 guidelines.

Esko's WebCenter meets the requirements of the FDA and European Commission guidelines and has been developed according to GAMP5 (Good Automated Manufacturing Practices) guidelines with all the necessary technical controls in place to ensure it is fully validatable.

This includes ERES (Electronic Records, Electronic Signatures) and full audit trail capability.

This provides you with peace of mind that WebCenter will perform according to your requirements and will significantly reduce your own levels of resource and effort involved in validation and verification.



## Summary of benefits for life sciences and pharma companies

- Developed to GAMP5 guidelines
- Fully validatable
- FDA 21 CFR Part 11 compliance controls built in
- Developed to GMP guideline standards
- Full audit trail and version control
- Automated proofreading technology via Global Vision ProofWare integration, which inspects text, images, Braille, barcodes and spelling in a fraction of the time of a manual process with 100% guaranteed accuracy – the first and only all-in-one inspection solution currently available



Read more about WebCenter on:

[www.esko.com/en/solutions/brand-owner/gmp-pharmaceuticals](http://www.esko.com/en/solutions/brand-owner/gmp-pharmaceuticals)

## About Esko

Esko, Brand Solutions is a branded content creation platform for packaging, label, and marketing collateral. Each solution equips marketing, branding, regulatory, and packaging teams to increase productivity, reduce costs, and save time in their content processes. Learn more about Esko, Brand Solutions here.

WebCenter allows you to manage the complexity of label and artwork compliance with highly configurable workflows to match your business processes so you can increase speed-to-market. WebCenter can be easily adapted, scaled, and validated for your requirements.