



## Generics [UK]

### FrontLine is just the right medicine for the UK's No 1 generic pharmaceuticals manufacturer

#### Background

Generics [UK] is the United Kingdom's No 1 generic pharmaceuticals manufacturer. At its factory at Potters Bar, 15 miles north of Central London, it produces and packs conventional and speciality tablets for distribution into the UK and global market. It's a wholly-owned subsidiary of the European global healthcare and science-based giant, Merck KGaA.

Enjoying phenomenal growth, Generics [UK] has had an outstanding record of success in introducing off-patent medicines. Early identification of opportunities and new product launches on 'day one' of their molecules patent expiry, means Generics [UK] has been consistently first to market. It's now the generic company of choice for the majority of medicine wholesalers in the UK.

About 75% of National Health Service (NHS) prescriptions in the UK are dispensed as generics - and consumption is rising steadily. However, there's intense competition in the local marketplace from a host of small manufacturers and, globally, from

low cost, hi-tech producer countries like India. This, coupled with the UK Government's need to contain NHS spending, means there's an intense downward pressure on price and - consequently - the cost of production.

#### Needs

Not benefiting from the higher margins achieved by research-based manufacturers, it can be argued that operational efficiency is a prerequisite for profitable generics production. In addition to good manufacturing practice (GMP) and GxP imperatives, generics manufacturers in the UK are objectively obliged to move towards the operational excellence model - if they're to sustain their position in the global market in the longer term. This requires pragmatic implementation of total productive maintenance (TPM), total quality management (TQM) and just-in-time (JIT) inventories.

To realise such strategies - and fulfil their business promise - maintenance excellence is a vital active ingredient in the complex medicinal formula for success. Product cost, quality and on-time delivery are all ultimately

determined by equipment availability, reliability and capability - which, in turn, are dependent on good engineering and maintenance management.

Accordingly, Generics [UK] has to make certain that plant and equipment is kept in tip-top shape, maintenance is strictly controlled and, additionally, there's a readily traceable history of all work carried out on the kit - for when the MHRA and others come a-knocking at the door. A good computerised maintenance management system (CMMS) is a necessity to help facilitate needed operational effectiveness and efficiency and, not least, to fulfil licence stipulations and satisfy the information needs of regulatory authorities.

#### Solution

After researching the market, Generics [UK] identified FrontLine as the CMMS best able to satisfy its needs. Accordingly, it invested in FrontLine Maintenance Management, Work Requester and, for parts and materials management, Stock Control. At the same time, it opted for Safety 1<sup>st</sup>, Shire's test and inspect system.



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THE COMPANY WITH THE BRIGHT IDEAS!



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Generics [UK] took full advantage of Shire’s training and consultancy services. Training was carried out on site – which had the added benefit that courses could be customised to both the strategic needs of the business and constraints in the workplace. All engineers became proficient in the use of the Shire applications. As part of its on-site services, Shire also provided bespoke advice on system configuration. Derek Clare, Maintenance Manager, reflects on the experience, “All the Shire staff are totally committed and couldn’t have been more helpful.”

### Benefits

Clare observes, “We’ve found the product to be excellent and very user-friendly - the help and support from the Shire team is first-rate.” The suite of Shire software has helped Generics [UK] keep a finger on the pulse of its facility and assure machinery health and operational efficiency.

Clare continues, “I’ve found the product to be very cost effective – the planned preventive maintenance now being carried out on a regular basis has

resulted in a reduction in machine downtime.”

Providing easily accessible data from a single source, the system supports autonomous working - engineers can access their individual daily workload and print out their own work orders. The Work Requester module cuts down paperwork, facilitates better communication and improves the maintenance service received by production and other work-requesting departments.

Clare affirms that the benefits gained from the use of the system have been enormous. He’s subsequently expanded the system with the handheld computer module ‘FrontLine-on-the-Move’ - to improve productivity and data accuracy by eliminating paper and cutting admin.

### Future Plans

Clare and his team are continually on the look out for new ways to improve performance. They regularly attend Shire Roadshows to pick up tips and tap into new ways of squeezing the most out of their FrontLine system.

### Insight

Generics [UK] aimed for fast action, early wins and teamwork in its CMMS implementation. Bespoke on-site training and consultancy is the ideal path to take when an organisation has goals like these.

Generics [UK] also took advantage of Shire Roadshows to gain insights and gather slick tips on system use. These free events are guaranteed to open anyone’s eyes to the ‘what if’ possibilities of FrontLine – seasoned and potential users alike. The Roadshow learning experience is enhanced by interaction with fellow maintenance professionals from other organisations.

Frontline’s functionality is extensive. As an organisation grows in maintenance management maturity towards world class, unused and underutilised areas of the system can be exploited for further gain. All that’s needed is commitment - like that shown by maintenance professional Derek Clare and his team at Generics [UK]. ■