



Case study:
Abena
Healthcare



Abena Healthcare

Abena Healthcare manufactures and supplies healthcare products to customers in over 80 countries worldwide. Abena sells over 25,000 products, including protective clothing, gloves, waste management goods, disposable and catering items, and hygiene and cleaning products.

The company has its own production facilities in Denmark, Sweden, and France, which supply finished products to their regional distribution center in Heijen, the Netherlands. From here, products are distributed to their customers: nursing homes, elderly residents, hospitals, and wholesalers.

With the global healthcare marketplace being such a dynamic and challenging environment, Abena wanted a more advanced way to manage their inventory to be more responsive to their customers' needs.





The challenge

The global market for healthcare products is changing dramatically, leading to several challenges. While demand for some products has recently exploded, others have seen declining sales. At the same time, it's critical that some items are always in stock regardless of demand.

Karl van Emmerik, logistics manager at Abena Netherlands, explains:

"A great customer experience is very important to us. We know for sure that our products are world-class, but if the deliveries are late or the administration is too complicated, the product quality quickly becomes irrelevant. Therefore, we have to make sure that all processes are as simple as possible."

"Our goal is to always provide the right quantity of the right products, in the right place – and at a time that our customers want the goods to be delivered."

The solution



The solution

Abena realized they needed an add-on solution to their Microsoft Dynamics NAV ERP to help manage their stock levels more efficiently and be more responsive in a dynamic marketplace. They started looking for a suitable tool and decided in 2017 to implement EazyStock.

Since then, Abena has automated most of their procurement processes, significantly improving efficiency. EazyStock's reporting functionality also gives them a transparent view of their stock management performance, giving them greater control of their warehouse. This allows them to maintain high service levels and react quickly to demand and supply variables.

"We now have full control over stock levels and ordering processes. We can maintain a high level of service and almost always meet our customers' high demands. With EazyStock we can fulfill our promises to our customers, which is so important for maintaining our market-leading position,"
says Van Emmerik.



The results

EazyStock generates daily optimized order proposals for Abena. These proposals use advanced calculations that consider demand forecasts, safety stock, current inventory levels, items in transit, and supplier data. All this is done automatically so that Abena’s inventory planners and buyers have more time to focus on serving customers, improving supplier relationships, and optimizing purchasing strategies.

Van Emmerik concludes:

"I can rely on the demand forecasts from EazyStock, which allow me to fully focus on the business, customer needs, market developments, and other challenges that we and the industry face."

"EazyStock is simply the solution we needed to streamline our operations and keep up with the rapidly changing healthcare industry. We can continue to deliver products to our customers where, when and how they want them."

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Find out more

**Find out how EazyStock can help advance your
inventory management capabilities**

Book a demo