

**A CASE STUDY ON INTEGRATING AN INTERNAL SUPPLY CHAIN SYSTEM INTO AN ERP PLATFORM**

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**ABSTRACT**

With the current trends of globalization and high competition in industrial and commercial arenas, many companies' supply chain networks have evolved into very complicated structures. Therefore, effectively operating these structures requires highly integrative supply chain processes to provide real-time data and collaborative information to support decision making. Together with rising demand for integrating the supply chain, many technological platforms have been developed to support various planning modules including Enterprise Resource Planning (ERP) systems, Best-of-Breed Enterprise solutions, In-house developed applications, etc. (Supply Chain Digest, 2015). The ERP system is the preferred inter-organizational platform across companies. Furthermore, companies are pursuing the solutions of integrating ERP with an in-house system developed specifically to satisfy their particular requirements. This combination can create synergetic benefits to the companies and reduce limitations of individual systems due to technical supports and contractual agreements. In this article, a case study has been conducted with a lead company in the pharmaceutical industry that implements and integrates its own information system with an established ERP platform. The research analyzes benefits and challenges associated with the integrated systems as well as identifies improvements of supply chain processes.

Keywords: *Supply Chain Integration, Enterprise Resource Planning, In-house developed applications*