Microsoft

Ukrainian pharmaceutical leader nurtures its collaborative, sharing culture

Throughout the years that YURiA-PHARM has been growing from a Ukraine-based pharmaceutical company to a fully international brand, it has never stopped protecting and developing its environment: a corporate culture of continuous communication and effective collaboration, with an atmosphere of mutual respect and trust. YURiA-PHARM supports its culture using Microsoft Office 365 and Teams.

YURiA·PHARM

Customer
YURiA-PHARM
Website: uf.ua/int/
Country: Ukraine
Industry: Pharmaceuticals
Customer size: Large
(1,000 - 9,999 employees)

Customer profile
Founded in 1998, YURiA-PHARM supplies medical facilities with a wide portfolio of blood and plasma solutions, antibiotics, anti-tuberculosis drugs, syringes, and IV sets.

Software and services
Office 365
Microsoft Teams
Fasttrack for Office 365
SmartPoint Intranet

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**Nataliia Zinchenko,
HR Director, YURiA-PHARM**

In the past five years, YURiA-PHARM — one of the leading pharmaceutical companies in Ukraine — has developed rapidly, with a growing number of offices and 150 percent more employees.

However, with this welcome growth, some new challenges surfaced. "We started to worry that colleagues were finding it difficult to communicate and work together due to some of the distances involved as we grew into a multinational organization; we now have a presence in more than 30 countries," explains HR Director Nataliia Zinchenko. "We wanted to see if there was a way to make collaboration easier for the team, while also keeping our special YURiA-PHARM culture as 'human' as it had so far always been."

Three components of digital transformation: Office 365, Microsoft Teams, and the corporate portal SmartPoint Intranet

To address these communication issues, the company worked in close collaboration with its internal IT team and its chosen IT advisor, SMART business. In just six short weeks, YURiA-PHARM has introduced a completely new digital way of working. "This new collaborative environment — based on Microsoft Office 365, SmartPoint Intranet portal with Microsoft Teams emerging as the most vital tool so far — offers a rich set of document sharing, communication, information sharing, and connection tools," says Taras Stoliar, the company's Chief Corporate Excellence Officer.

SMART business supported YURiA-PHARM in its transition to digital work by way of its FastTrack adoption program, which helps companies smoothly migrate to Office 365. "This included, among other measures, practicing business scenarios using this new digital workstyle and identifying internal champions," explains Stoliar.

"Our productivity has risen by 6.5 percent, and our people are communicating faster, sharing information more efficiently, and improving the quality of their decision making," Zinchenko confirms. Digital work has helped make YURiA-PHARM meetings more productive, and helped employees access useful business information much more easily.

Five hundred groups connecting on Microsoft Teams

A key success benchmark for YURiA-PHARM leadership is how active their employees are on Teams, where they can collaborate quickly to solve problems, regardless of location — and are now much easier to set up and support. "Thanks to Microsoft Teams, we now have 500 teams," Zinchenko says.

"Using Office 365 also means that documents are stored in a much safer and more accessible way," adds Stoliar, while Zinchenko concludes, "Microsoft technology has helped us to continue developing the 'human' way of working that has always been a key value to us."

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- Empower employees
- Engage customers
- Optimize operations
- Transform products

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