

Rubicon Research
Greenfield SAP EWM Implementation | 3PL Pharmaceutical Warehouse | New Jersey, USA



SAP EWM Implementation – Chezzion Consulting Solutions – January 2026

INDUSTRY Pharma – 3PL Warehouse	REGION New Jersey, USA	SOLUTION SAP EWM (Greenfield)	PARTNER Chezzion Consulting Solutions
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ABOUT RUBICON RESEARCH

Rubicon Research Limited is an IP-led pharmaceutical company focused on developing value-added products for the pharmaceutical industry. The company maintains a robust portfolio of generic prescription and OTC products across a range of therapeutic categories, leveraging proprietary technologies and specialized formulation development skills to address complex drug delivery challenges.

With 50+ patents in drug delivery technologies, over 28 approved products in the US, and a state-of-the-art GMP-compliant R&D centre in Thane, Maharashtra, Rubicon Pharma operates one of the most advanced pharmaceutical platforms in its segment. To support its US market growth, the company established a 3PL warehouse facility in New Jersey — a critical logistics hub requiring world-class warehouse management.



CUSTOMER SUCCESS STORY

THE CHALLENGE: WHEN PHARMACEUTICAL GROWTH DEMANDS OPERATIONAL EXCELLENCE

As Rubicon Pharma expanded its US operations, its New Jersey 3PL distribution centre faced growing operational complexity. Managing pharmaceutical inventory — with strict compliance requirements, precise expiry tracking, serialization, and cold-chain needs — through manual systems and spreadsheets was no longer viable.

- 01 Manual & Spreadsheet-Driven Operations**

Inventory data, truck loading schedules, and stock movements were all managed through Excel sheets, introducing errors, delays, and visibility gaps in a compliance-critical environment.

- 02 Inefficient Bulk Storage & Putaway**

Without intelligent putaway logic, warehouse space was underutilized and stock placement was inconsistent, leading to mismatches and longer retrieval times.

- 03 Stock Mismatches & Accuracy Issues**

Frequent discrepancies during putaway and picking increased the risk of order errors — a serious concern for a pharmaceutical operation where product accuracy is non-negotiable.

- 04 Disconnected Systems Delaying Fulfilment**

Lack of integration between warehouse operations and enterprise systems resulted in delayed order processing, poor real-time visibility, and reduced customer satisfaction.

- 05 Compliance & Serialization Gaps**

Pharmaceutical warehousing demands meticulous tracking, labelling, and compliance management. Legacy systems were unable to support the level of traceability required by US FDA regulations.

Rubicon Pharma needed a digitalized, intelligent, and scalable warehouse management solution — one built from the ground up, tailored to pharmaceutical operations, and ready to support their growth ambitions.



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THE PARTNERSHIP: CHEZZION CONSULTING SOLUTIONS

Rubicon Pharma selected Chezzion Consulting Solutions as their implementation partner for a full greenfield SAP Extended Warehouse Management (SAP EWM) deployment — a purpose-built, end-to-end solution with zero legacy baggage and a clean, optimized digital foundation.

From the very first engagement, Chezzion's mission was unambiguous:

"Build a pharmaceutical-grade digital warehouse backbone that supports Rubicon Pharma's growth for the next decade and beyond."

THE SOLUTION: FOUR PILLARS OF TRANSFORMATION

1. Re-Engineering Rubicon Pharma's Warehouse Blueprint

Chezzion conducted deep-dive discovery sessions to map Rubicon Pharma's unique distribution operations. The outcome was a custom warehouse design that enabled:

- Pharmaceutical-grade putaway logic for optimal bin utilization, segregated by product type, temperature conditions and regulatory classifications
- FEFO-based picking strategies to ensure compliance with expiry management requirements
- Customer-location-specific sorting for streamlined dispatch and traceability
- Serialization and batch management fully aligned with US FDA 21 CFR Part 11 standards

2. Seamless SAP S/4HANA Integration

Chezzion integrated SAP EWM with SAP S/4HANA to create a frictionless, end-to-end data flow across the enterprise:

- Real-time inventory postings with zero manual intervention
- Automated inbound processing for pharmaceutical goods receipts, including quality inspection workflows
- Instant order creation and confirmation with full audit trails for regulatory compliance
- GS1-compliant barcode and label management for serialized pharmaceutical products

3. Empowering Warehouse Teams with Technology

Chezzion equipped Rubicon Pharma's warehouse teams with cutting-edge tools to perform at their best:



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- RF-enabled picking, putaway, and stock upload for hands-free, accurate warehouse mobility
- Intelligent bulk storage strategies tailored to pharmaceutical SKU profiles
- Wave picking and customer-specific loading sequences for optimal throughput
- Resource management capabilities for optimized labour planning and productivity tracking

4. Digitization at Every Touchpoint

To ensure 360° visibility and regulatory control across all warehouse activities:

- Enhanced pharmaceutical labels with precise barcodes, batch numbers, expiry dates, and serialization data for full traceability
- Real-time dashboards for supervisors and compliance teams with live inventory and KPI views
- Significantly faster system performance and shorter picking cycle times
- Digital audit trails meeting US FDA and DEA regulatory requirements

This was not merely an IT implementation. It was a complete greenfield transformation of Rubicon Pharma’s warehouse operations — built right the first time.

THE RESULTS: MEASURABLE, IMMEDIATE, TRANSFORMATIONAL

70%
Boost in Picking Efficiency
RF-enabled mobility and intelligent path optimization

99.5%
Inventory Accuracy
Real-time visibility replacing manual guesswork

30%
Better Space Utilization
Custom pharmaceutical storage layout design

50%
Faster Order Fulfilment
Smart shipment planning and seamless staging

100%
Compliance Readiness
Full FDA serialization and audit trail coverage

∞
Future-Ready Scalability
Plug-and-play framework for new warehouse rollouts



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VOICE OF THE CUSTOMER

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Partnering with Chezzion Consulting Solutions for our SAP EWM greenfield implementation was a transformational experience. From day one, their team demonstrated deep domain expertise in pharmaceutical warehouse operations and regulatory compliance. The solution they built is not just functional—it is future-ready. Our warehouse has gone from manual, error-prone processes to a fully digital, intelligent, and highly accurate system. The operational visibility and control we have today is truly unparalleled, and I am confident this foundation will support Rubicon Pharma’s growth for years to come.

— **Bhanu Pratap Singh** | Project Manager, Rubicon Pharma

THE BIG PICTURE: A NEW STANDARD IN PHARMACEUTICAL WAREHOUSING

The greenfield SAP EWM implementation at Rubicon Pharma’s New Jersey 3PL facility represents far more than a technology upgrade. With the deep expertise of Chezzion Consulting Solutions, Rubicon Pharma successfully established a world-class, fully digital pharmaceutical warehouse ecosystem from the ground up — built on the right foundation, with the right processes, from day one.

Chezzion played a decisive role in designing Rubicon Pharma’s warehouse operations from scratch: analysing the unique requirements of pharmaceutical 3PL logistics, crafting intelligent warehouse strategies tailored to regulatory compliance and operational efficiency, and implementing a solution that delivers measurable results from the moment it went live.

Today, Rubicon Pharma’s New Jersey warehouse is not just a storage facility. It is a strategic pharmaceutical logistics engine powered by digital intelligence — helping the company deliver faster, smarter, and safer, while supporting their continued growth across the United States.

Delivered by **Chezzion Consulting Solutions** | SAP EWM Implementation Partner
Digitally Transforming Pharmaceutical Warehouses