



 Argentina

 1,900 employees and 101 points of sale (as of 2025)

 Pharmaceutical retail

Farmaplus is one of the fastest growing pharmacy chains in Argentina. With more than six decades of experience, its recent expansion has been notable and the company continues to focus on reaching more customers, expanding its presence, and strengthening its value proposition in the market.

To sustain this growth, the organization identified the need to optimize and unify the management of its internal services, ensuring agility, reliability, and quality in each interaction.

100%

elimination of informal tickets.

90 days

to operational visibility with real-time dashboards.

+60

active agents.



Case study

How Farmaplus Standardized Its Operations And Transformed Service Management With InvGate

Before implementing InvGate Service Management, each area of Farmaplus managed its requests through different channels, which made it difficult to centralize information and have complete visibility of the operation.

In particular, the IT team received requests through various channels (such as telephone, messaging, email, or informal conversations), which made it more complex to prioritize and avoid duplication.

The company decided to take a step towards a more professional and standardized management system, which would serve as a solid foundation to support its projected growth.

Solution

With the implementation of InvGate Service Management, Farmaplus was able to centralize support, unify channels, and establish clear processes that allowed it to scale their operations in an orderly manner. The solution not only addressed immediate needs but also drove a broader organizational transformation.

✓ Centralization of internal support

The implementation started with an IT help desk and, in just three months, five more areas were added (People and Culture, Reverse Logistics, Social Services, E-Commerce and Commercial ABM), all managing requests from the same platform.

✓ Real-time operational visibility

Within 90 days, the business implemented dashboards to detect opportunities for improvement and make decisions based on reliable data.

✓ Processes ready for scaling

The new branches were integrated quickly, with a minimal learning curve, ensuring operational continuity from day one.

✓ Cultural change

The company adopted practices with traceability and shared responsibility, leaving behind unregistered channels for internal requests.



"We went from reactive attention to real visibility. Now we know where the problem is and we solve it quickly."

Gastón Palmiotti
IT Operations Leader at Farmaplus

Next steps

InvGate Service Management's implementation, along with the work of partner CDN IT Services, allowed Farmaplus to optimize Service Management, incorporate operational visibility, and facilitate processes without adding unnecessary complexity.

"This started as a solution for IT. Today it is used by People and Culture, Logistics, E-Commerce and more. It has transformed into a business tool," said Christian Juárez Matorras, IT Services Manager at Farmaplus.