



🌐 Argentina

👤 Operations as of 2025: 1,900 employees & 101 points of sale

🏪 Pharmaceutical retail

Farmaplus is one of the fastest-growing pharmacy chains in Argentina, with over 60 years of experience in the market.

The company has undergone accelerated expansion: by mid-2023, it operated 43 branches, and within just a year, it surpassed 100. It projects reaching 150 locations by 2026.

100%

elimination of informal tickets.

90 days

to operational visibility with real-time dashboards.

60+

active agents.



Case Study

From Traditional Management to Scalable Growth: Farmaplus' Transformation With InvGate Service Management

After years of informal internal Service Management that threatened its growth, Farmaplus sought to gain operational visibility and adopt a platform that could support its evolution.

With InvGate Service Management, it eliminated 100% of informal tickets for the IT team and extended the platform to five additional departments. It also established processes that scale naturally alongside the company's expansion.

The challenge

Until April 2024, each department handled its own needs in an ad-hoc manner, relying on personal effort, without unified tools or traceability.

The IT team, made up of just four people, received requests through multiple informal channels (phone, WhatsApp, email, or casual conversations), leading to a complete lack of prioritization, repeated or false claims, operational overload, and no way to scale support.

The solution

With the implementation of InvGate Service Management, Farmaplus was able to professionalize its internal Service Management. The platform solved immediate operational issues and helped lay the groundwork for structured, sustainable growth in line with the company's rapid expansion.

✓ Centralized support for all departments

The implementation began with a help desk for IT. The adoption was so successful that, within three months, five other departments joined: HR (People & Culture), Reverse Logistics, Social Security, E-Commerce, and Commercial ABM — consolidating a comprehensive Service Management system.

✓ Clear categorization and real-time dashboards

The platform enabled precise identification of problem areas through updated dashboards — social security claims, logistics returns,

billing errors, and more. Real-time visibility made it easier to make data-driven decisions and prioritize resources effectively.

✓ Processes ready to scale

New stores were integrated without the need for additional training. As soon as a location opens, its manager already has the tools and knowledge needed to use the platform, ensuring operational continuity from day one.

✓ A true cultural shift

InvGate became the gateway to an organizational transformation that brought order and structure to the entire company's workflow and established new standards for accountability and operational efficiency.

"We went from putting out fires to having real visibility. Now we know where the problem is — and we fix it quickly."

Gastón Palmiotti
IT Operations Lead

"This started as an IT solution. Today, it's used by People & Culture, Logistics, E-Commerce, and more. It became a business tool."

Christian Juárez Matorras
IT Service Manager

The role of CDN IT Services in the implementation

CDN IT Services was a key facilitator in the implementation of the platform.

The partner focused on adapting the processes to the business, promoting simplicity, collaboration, and traceability to achieve greater visibility and accountability in Service Management.

What's next?

Farmaplus plans to integrate new cross-functional service desks (such as SAP), use dashboards as a resource to redesign organizational structures, and continue its expansion to 150 pharmacies with replicable, scalable processes.

In the second half of 2025, departments will begin using metrics to justify growth, reorganizations, or new investments.



"We already knew the partner from past experience. Its support was essential for a quick, frictionless implementation aligned with our growth pace."

Christian Juárez Matorras
IT Service Manager

Recognized by the best in the industry

