

## Abstract

This thesis focuses on the degree of technology adoption in the food and beverage and pharmaceutical supply chains in the B2B space and attempts a comparison of the two. As a focus point, the sales process towards the end of the supply chains where trading processes occur between wholesalers, producers, or distributors on the one hand and end consumer facing players on the other hand.

The literature review sheds light on the status of technology adoption and elaborates on the growing importance of the same regarding growing competition and changing buyer expectations. In-depth interviews with relevant industry players from both industries provide an insight on current ways of working, process optimization and challenges resulting therefrom in terms of change management and adaptability.

Findings showed that the industries have undergone digitization of their ordering processes at very different times. The pharmaceutical industry has automated generic ordering processes several years ago already and still follow the same approach. This process is only taking place now in the food and beverage industry.