# Customer Success Story

**uniphar**

UniPhar Group, one of Ireland's largest drug distribution providers to the pharmacy sector, embarked on a project to streamline procurement, thereby increasing margins and growing sales. They selected Celtrino as Supply Chain Management partners to develop a cloud-based portal to capture sales orders.

## Introduction

As they faced increasing competition, Uniphar were committed to delivering quality customer service by developing multiple sales channels and effective business processes.

When starting the project, UniPhar, like its competition, used traditional order capture methods such as telesales teams and direct order entry. UniPhar felt this approach was not fit for purpose for the 21st Century.

Dispensaries were sending orders via an internet connected PC, physically located in their premises. This restricted their ability to send orders to UniPhar when it suited them.

UniPhar has approximately 1200 products in its portfolio and distributes to 500 key accounts in pharmacies around the country. This level of business, made UniPhar ideal for an integrated, web-based ordering system.

## Supply Chain Efficiencies

To develop their vision, Celtrino delivered:

- Requirements analysis
- Development of initial specification
- Software design & implementation
- System test
- Deployment management
- Ongoing system management
- Project Management

A close working relationship with UniPhar allowed senior Celtrino management to share their unique experiences and industry knowledge with key UniPhar staff. This ensured the portal was developed to industry best standard.

## Sophisticated Ordering

The portal went live under the branding of 'Link' and since it went live, 375 pharmacies have moved over to using the online ordering system.

To encourage users to transfer to Link, UniPhar offered a range of discounts. These, along with the time savings from using a more efficient ordering system, increased pharmacy profit margins. Link also provides pharmacies with tighter control of stock and improved cash flows because they can order on demand – at a time that suits them.

In addition to being convenient to use, Link can also be used to promote deals to registered users in categories such as prescriptions, over-the-counter and generic medicines, heath & beauty products and photo services.

Pharmacy managers have full access to review recent orders, check invoices, credit notes and statements. As all purchasing information is stored centrally, the system can aggregate all of the necessary purchasing data to create tailored monthly reports for individual pharmacies.

*''It differentiates us and helps us acquire customers from competitors, Celtrino were very good - really enthusiastic and attentive. The best endorsement I can give is that we're back using them again for other projects.''*

Tom McKenna,
Commercial director, UniPhar

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Supply Chain Excellence