



CASE STUDY

Streamline Pharma Client Print Fulfillment Process

“The project was on-line within the 60 day deadline, allowing the client to maintain a key milestone in their Program Improvement goals for the upcoming year.”

A Fortune-50 Pharma client needed to improve the procurement and distribution of time-critical print and product collateral to their domestic and international Clinical Investigators. The timely delivery of an extensive array of individual and kitted products to their investigators was critical in their effort to manage the FDA-monitored process of investigating the efficacy of new drugs they hoped to bring to market. And due to circumstances at the time, they needed the solution up and running within 60 days.

CHALLENGE

Working with a newly formed client-team of 40+ Study Coordinators, we had to first develop an efficient system for the coordinators to use to describe and price the complex product requirements for the studies they needed.

Also, we needed to design a web-based ordering system that allowed the coordinators to create individual parts and kits, where each part or kit typically had several different language variants. Users also needed real-time access to inventory, production, and shipping/tracking information.

The solution also had to interface smoothly with the clients existing PO system, as well as coordinate delivery of client-supplied art needed for production.

“The client has reduced administrative expenses by consolidating the number of orders processed yearly into fewer, larger orders.”

SOLUTION EMPLOYED

Federal Direct created an easily-managed Quoting and Pricing tool for the client to use internally and to communicate with us. This tool also served as the basis for creating a PO in the client's SAS system.

We developed and hosted a client-branded website for the Study Coordinators to place Production Orders, Inventory Releases, reporting, and more.

Over 4,000 components and 1,600 kits were loaded into the system and made available for ordering by the client's Study Coordinators.

With 24x7 access, the system also provided an Order Status Log that displays the status of every order as it proceeds through each stage of production. All functionality is accessed from one password-protected log-in point for each Study Coordinator (client requirement).

We designed and implemented a web-based system that tracks the client's FTP-submitted art files and the resulting multiple revisions of proofs going back and forth. An Inventory program was also created for non-personalized items used in the Kitting process.

A Purchase Order process was jointly developed with the client to handle the management of the dozens of POs required by the client. All orders are tracked against the appropriate PO, with mechanisms to alert the user that a PO is close to exhaustion and may need to be replenished.

RESULTS

The project was on-line within the 60-day deadline, allowing the client to maintain a key milestone in their Program Improvement goals for the upcoming year.

The collaborative approach employed allowed Federal Direct to gain an in-depth understanding of the multi-faceted nature of the client's needs. From that foundation, we built a solution that went beyond their original expectations.

- The client has reduced administrative expenses by consolidating the number of orders processed yearly into fewer, larger orders.
- Due to the larger up-front production runs, they also achieved \$ savings due to a reduction in the per image cost of the study material.
- Utilizing more POD techniques, we were able to reduce inventory and virtually eliminate obsolescence, also improving the turnaround time from request to delivery.
- The new system allows the client to be more proactive in managing their needs and greatly improved their ability to coordinate the inclusion of our materials with the rest of the products needed for their fulfillment shipments.



FEDERALDIRECT™

marketing & print solutions

See how we can help.

✉ info@feddirect.com ☎ 800-927-5123 www.feddirect.com

2017 Federal Direct. All rights reserved. | 117 | 15-0139