

»arvato systems' expertise in implementation and integration made our deliveries faster and more secure, while also significantly reducing our response times. It's a good way to achieve a leading market position.«

Heinrich Meyer,
Head of Mail-Order Pharmacy, SANICARE - Die Versandapotheke



A Seamless Solution for Mail-Order Retail

Customer

- As the largest German mail-order pharmacy, SANICARE delivers prescription-only and over-the-counter medication securely and discreetly. The product range also includes other healthcare products such as diabetes supplies, nutritional supplements, cosmetics, and therapeutic devices. Pharmacy proprietor Johannes Mönter employs 800 people and operates three branch pharmacies, as well as a health center with an integrated medical care center.

Initial situation The mail-order pharmacy SANICARE opened its doors in Bad Laer, Germany, in 2004 and grew at an unexpectedly rapid pace to reach its present size. With nearly 30 years of experience in supplying clinics and nursing care facilities, SANICARE knows the business. The IT systems weren't up to the task of handling the company's enormous growth, and SANICARE faced the challenge of resolving the resulting problems quickly and efficiently.

Vision The software that the SANICARE Group had implemented – PROKAS as a front-end solution to record orders and an SAP R/3-based ERP back-end solution – were no longer working smoothly. With the company's sales volume steadily increasing, the old solution's functions were not fully capable of meeting the new demands. The flow of orders urgently needed to be optimized, particularly at the warehouse. At the same time, the ordering process had to be simplified for both employees and customers. Manpower in the IT department was limited, and the company couldn't reconcile itself to the idea of making large investments in technology that might become outdated or reach its limits in the foreseeable future.

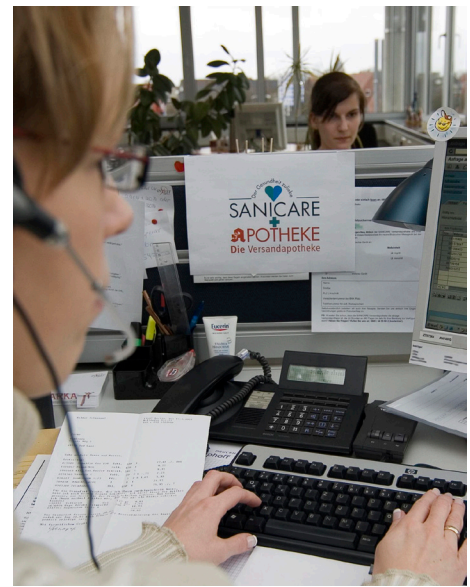
SANICARE was looking for an innovative, custom-tailored solution and a provider with extensive expertise. In the end, the company opted for arvato systems.

BEST4MAIL ORDER – From the Call Center to Logistics

After an appraisal, arvato systems put together a catalog of requirements and subsequently developed a concept for implementing a new SAP-based IT architecture. The plans took both the established B2B hospital supply processes and the rapidly growing B2C mail-order business into account. The integration of mail-order retail-specific functions (from the call center to logistics) was particularly important in order to prepare the system for the increasing demands of the B2C segment. Ultimately, SANICARE decided to outsource all of its IT components to arvato systems. The outsourcing concept is modular and can be adjusted to the customer's special requirements at any time.

»Thanks to the complete integration of eCIC in SAP ERP, we have quick and easy access to data we need during a telephone conversation. This has increased the efficiency of our customer service center significantly.«

Karin Tusanovic,
QM Officer, SANICARE - Die Versandapotheke



arvato systems took on responsibility for hosting, networks, and telecommunications, as well as the installation, maintenance, and modernization of the hardware. Moreover, an APM (Application Management) employee is on-site to provide consultation and support in cooperation with the customer service team. The company's IT systems have been growing in sync with its development.

Step-by-step introduction The scope of the project required a parallel process with quick decision-making. Thanks to their many years of experience, the consultants from arvato systems always proceeded carefully and worked closely with the SANICARE Group and its employees. The eCIC (optimized SAP CIC) developed by arvato systems helped to improve the quality and speed of SANICARE's customer service and order receiving. The web shop and a web front-end for B2B customers implemented by arvato systems were perfectly integrated into the SAP environment. In the logistics environment, order picking, final inspection, and goods issue were structured with the appropriate technologies, simplified, and time-optimized. SANICARE can now make strategic decisions based on the newly implemented SAP BI assessments. For example, the customer life-cycle analysis function in the BEST4MAIL ORDER portfolio helps SANICARE plan its marketing strategy with its target groups in mind.

Customer benefits With BEST4MAIL ORDER, arvato systems offers a comprehensive portfolio of solutions for mail-order retailers that can be tailored to individual customer requests. The comprehensive, "worry-free" outsourcing package can be implemented anywhere from specific system segments to entire IT systems, depending on the customer's wishes.

Any questions? Please contact us.

Your Contact

arvato systems | Dieter Schmiele | Phone: +49-5241 80 88501
An der Autobahn 200 | 33333 Gütersloh | Germany
E-mail: dieter.schmiele@bertelsmann.de

SANICARE Group | Christina Conradi | Phone: +49 5424 80 13 65
Grüner Weg 1 | 49196 Bad Laer | Germany
E-mail: christina.conradi@sanicare.de

An Overview of the Case

BENEFITS

- Seamless, optimized mail-order retail processes
- Introduction of established solution components from the BEST4MAIL ORDER portfolio
- Complete outsourcing of IT responsibilities
- High level of acceptance

INDUSTRY

- Mail-order pharmacy

PROJECT

- Map all mail-order retail processes, from procurement and sales to logistics and accounting
- Integrate mail-order retail-specific components from the BEST4MAIL ORDER portfolio into the standard SAP environment (such as eCIC)
- Complete IT outsourcing and hosting, including Application Management

TECHNOLOGY PLATFORM

- SAP R/3, Prokas