

NOVOLOG PHARMACEUTICAL DISTRIBUTION



“The fact that we have the digitized hand signature of the customer, with the time stamp and shipment details in our main system within 20 seconds, which is practically real time, prevents claims for losses, non-deliveries, etc.”

David Bar, Novolog CEO, on Made4net Proof of Delivery software, DeliveryExpert™

ABOUT NOVOLOG

Novolog is an Israeli leading medicine and OTC distributor, located in the central suburbs of Tel Aviv. Established in 1998 as a joint venture of CTS and Pharm-Up, Novolog provides domestic logistics and distribution services for leading pharmaceuticals such as: Novartis, Eli Lilly, MSD, Pfitzer and others.

Through its distribution center, and with the use of more than 15 delivery vans, Novolog visits over a thousand pharmacies and end pharmacy retail stores daily, fulfilling orders to highest customer satisfaction.

Novolog has implemented Made4net's DeliveryExpert™ solution to enable complete visibility on the fulfillment process, and to capture online and final confirmation receipt authorization at the end customer.



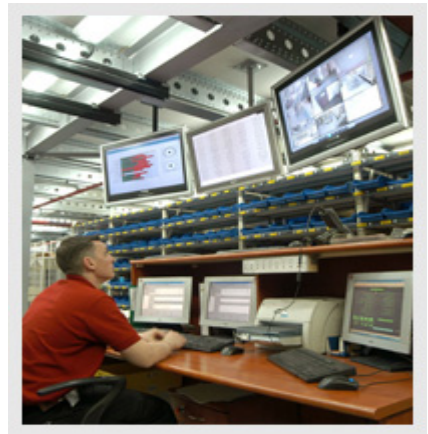
THE NOVOLOG PROOF OF DELIVERY CHALLENGE

The main challenges in implementing DeliveryExpert™ may be summarized as follows:

- Deliver the right package/order to the right customer.
- Improve visibility on the distribution and fulfillment process.
- Enable real-time confirmation on order fulfillment.

MADE4NET'S SOLUTION - DELIVERYEXPERT™

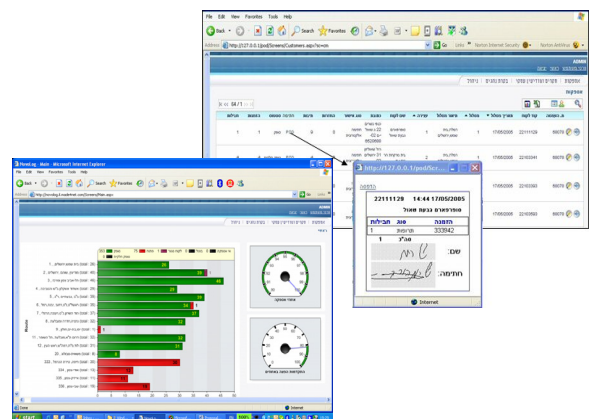
The Novolog implementation of DeliveryExpert™, an automated proof of delivery system (POD), was done via a tight integration with the client's legacy system (mainly the warehouse component), to create a complete process from the end of picking until delivery to the end client.



Using a handheld PC, DeliveryExpert™ allows Novolog to verify tracking numbers at point of delivery and collect electronic signatures from the authorized recipient at the client side.

This information is then transmitted to the organization's server where the logistics and distribution manager can instantly view all delivery information and track delivery status by truck/route (or any other view) in real time.

DeliveryExpert™ has enabled Novolog complete visibility of the distribution process providing online information of the level and rate of fulfillment, in addition to customer's online authorization and level of service feedback.



MADE4NET DELIVERED RESULTS

Novolog has gained many benefits from the system:

- Real time delivery tracking
- Increased customer service levels
- Increase productivity of distribution
- Minimizing errors in fulfillment
- Increasing supply chain visibility
- Minimizing distribution costs

"The fact that we have the hand signature of the customer, with the time stamp and shipment details appearing in our main systems within 20 seconds, which is practically real time, prevents claims for losses, non-deliveries, etc." said David Bar, Novolog's CEO.

"This also allows us to monitor the process of distribution. At any time I have visibility on the status of distribution, and how many drops has each one of my drivers managed to do so far. Based on this information we can forecast the remainder of the day and more fully utilize our resources."



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