

INTERSHOP™

Success Story



IDIS is a UK company specialising in the provision of ethical pharmaceutical solutions to the medical professional and healthcare industry worldwide. The company operates on a global basis and are experts in the sourcing and supply of unlicensed and difficult-to-source licensed medicines.

IDIS' services are utilised by pharmacists, hospitals, doctors, dentists, veterinary surgeons, pharmaceutical companies and clinical research organisations worldwide. They have an extensive portfolio of over 17,000 medicines and they source more than 20 new drugs daily. The company has a clear understanding of the legislative and practical factors governing drug supply and demand.

In 2003 Crimsonwing were commissioned to develop IDIS's business-2-business (b2b) e-commerce system based on Intershop's Enfinity MultiSite.



IDIS Situation

IDIS created their online ordering and medicines information service (IDIS Online) in order to facilitate the growth of the export market. E-commerce is the most convenient and currently the most expressive means to enter multiple worldwide market places.

The Challenges

IDIS was one of the first clients to utilise Intershop's Enfinity B2B solution within Crimsonwing's e-business account. The ultimate success of the project depended upon Crimsonwing being aware of all possible scenarios, including the prompt and efficient tackling of problems with the least impact on project time and quality.

This was also IDIS' first online system. The introduction of a set of new business rules meant that the system had to be flexible enough to handle changes made to the ERP (Enterprise Resource Planning) system as well as possible future enhancements to the system. It was also important that the system was able to handle a large product catalogue with all the relevant product information.

The Solution

IDIS implemented an e-commerce system based on Intershop's e-commerce platform.

Crimsonwing were commissioned to develop a B2B e-commerce solution that integrates with the company's existing ERP System.

Crimsonwing delivered an online medicines' information and ordering service system, enabling IDIS to source over 17,000 various pharmaceutical products to thousands of doctors, hospitals, pharmacies, NGO's and other medical organisations worldwide, 24/7. The product provides the mature flexibility and features that IDIS' customers would require from highly personalised product searches, to simple and effective user administration for organisations with multiple buyers.

A development team of four designed and built the IDIS b2b solution system in three months. This solution connects to the IDIS website and ERP systems through the latest e-business technologies in real time, providing the following high level features:

- Real-time customer interaction
- Online product store details
- Product searching facilities
- Customer specific pricing and discounts
- Suggesting alternative replacement selling of products
- Credit card and account based payment
- Shipping / delivery options
- Credit control / Refunding facility
- Stock allocation
- Order tracking

Key Benefits:

- Automation of current manual process
- 24/7 online service allowing access to more than 17,000 medicines
- Expansion of global customer base – now located in all time zones around the world
- Rapid response to urgent medical needs
- Assists IDIS with its continued commitment to saving lives worldwide, which has always been and always will be IDIS' primary goal.



Natalie Douglas, Sales and Marketing Director, IDIS

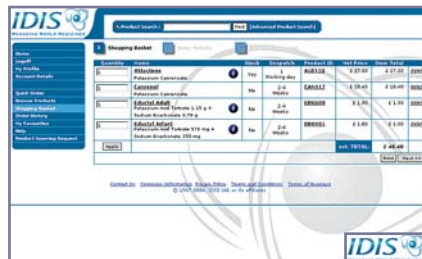
"Responding to the vital needs of our customers offering a unique 24/7 online service will help IDIS with its continued commitment to saving lives worldwide which is IDIS' primary goal."

The site presents the user with industry standard functionality, such as catalogue browse, search, advanced searched and 'add to basket'. Also offered is a quick order facility, basket re-order, and 'customer value add' items such as interactive regulatory information on products, warnings on delicate product types and specialist storage requirements.

The site allows the user to quickly select a product, add the product to their basket and then checkout, with payment possible via credit card or on account. Orders are injected into the IDIS ERP system X3 (backend) in real-time, ensuring existing fulfilment process within the legacy systems manage the user's order fulfilment. This is advantageous because call rates can be reduced, as end users can interact with the ERP system via the web site to track their own orders and account status. The order being in the ERP system also allows IDIS staff to continue working with minimum changes to their current business processes. This is because customer enquiries to IDIS can be dealt with using standard IDIS processes rather than having customer service representatives having to look at multiple screens for information.

The technical architecture

IDIS have selected Intershop's Multi-Channel Sales Solution (MCSS), which runs on Intershop's Enfinity MultiSite as the company's new e-commerce platform. The solution itself is based on a Microsoft Windows 2000 Server. Enfinity Multi-Channel Sales 5.0 contains the best-practice processes necessary to accomplish consistent administration, and



can be quickly adapted and implemented to fit specific business needs. It enables companies to unite the business and product data from different business channels into one comprehensive management tool. Complex multi-channel environments can be managed by this integration in one central point.

The results

This online buying service is invaluable to IDIS in servicing its expanding global customer base - now located in all time zones around the world. IDIS currently supplies more than 600 different drugs on a 'named patient' basis to hospitals and pharmacists in the UK and across the world. Most of these prescriptions are related to critical patient care, where accuracy and speed make all the difference. Faster research and streamlined ordering are expected to benefit thousands of patients suffering from life-threatening conditions.

Intershop Product:
 Enfinity MultiSite

Business Model:
 Business-to-Business

Industry Segment:
 Pharmacy

Intershop Partner:
 Crimsonwing



Intershop Communications AG
 Intershop Tower
 D - 07740 Jena, Germany
 Tel. +49-3641-50-1100
 Fax +49-3641-50-1111
 Email info@intershop.com
 www.intershop.com