

# PanatrackerGP Provides a Holistic Cure for Pharmacy's Supply Chain Growing Pains



In 2000, Pharmaca Integrative Pharmacy opened its first pharmacy in Boulder, Colorado, with a passion to provide customers with an innovative way to achieve good health and a stress-free

shopping experience. Along with the convenience of a full-service pharmacy, customers can shop an expansive selection of over-the-counter medications, alternative remedies, and natural cosmetics and body care products with personal guidance from a staff of credentialed pharmacists and licensed practitioners.

Today, Pharmaca operates 24 stores across 5 states and a successful online e-commerce store, striving to set a higher standard for pharmacies in terms of service, selection, and sustainability.

## Battling Debilitating Manual Processes and Impaired Visibility

When Pharmaca's inventory had grown to 10,000 SKUs in 2009, the company's manual inventory management processes made it increasingly difficult to keep pace with its fast-growing family of products. Store employees had to receive boxes of product, pull the packing slips, count the products, write quantities down on the purchase order, walk to the computer, open Microsoft Dynamics GP and key in each transaction. With some stores receiving more than 200 products a day, this process was repeated over and over, disrupting productivity and increasing the risk of error and inaccurate inventory counts.

In addition, Pharmaca stores did not have an enterprise-wide view of inventory levels, which is critical for enabling store-to-store transfers and managing product waste and returns. "Our shrink numbers were too high and too much labor was being invested in store supply chain activities. We definitely needed a more robust and streamlined solution," said Ed Eissenstat, Pharmaca's IT Director.

## PanatrackerGP: The Ideal Prescription for Supply Chain Automation

In search of a more efficient and accurate inventory management system for their stores and central warehouse, Pharmaca leaders consulted with Panatracker to explore their options. PanatrackerGP was recommended to ensure the company could leverage its investment in Microsoft Dynamics GP with a system that was designed for seamless integration, powerful automation and real-time visibility. "We had the right mix of people and product to make a shift from paper-based processes to supply chain automation, and PanatrackerGP proved to be the ideal fit," said Eissenstat.



## Pharmaca Integrative Pharmacy

**Industry:** Pharmaceutical; Health and Beauty Products

**Locations:** 24 Stores; 5 States

### Project solutions:

- PanatrackerGP
- Motorola Handheld Devices

### Project outcomes:

- Improved Productivity and Customer Satisfaction
- Automated Supply Chain Management
- Real-time data transfer to Microsoft Dynamics GP
- Efficient management of product transfers, waste and returns



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Panatrack delivered more than 40 Motorola handheld devices and quickly had Pharmaca's new PanatrackerGP system up and running. With exciting new capabilities for receiving, tracking, transferring and managing their inventory, Pharmaca has effectively expedited their entire process. Now, when product comes in, staff simply uses their handheld device to capture the product information which is instantly transferred directly to GP, eliminating keying errors and lost paperwork. The use of point and scan barcode data provides multiple benefits for Pharmaca, including the ability to confidently see what inventory is on hand across all locations and the convenience of receiving inbound orders directly on the sales floor.

*"By the time the product arrives, it's already been captured in our system. This capability is expected to save the company thousands of dollars per year,"*

Ed Eissenstat, Pharmaca's IT Director

## Enhanced Integration Saves Thousands of Dollars per Year

Panatrack further enhanced Pharmaca's solution to interface with inbound vendor data so they can use the Advance Shipment Notices received from product vendors to dramatically simplify the receiving process. "By the time the product arrives, it's already been captured in our system. This capability is expected to save the company thousands of dollars per year," Eissenstat said.

Additionally, Panatrack's new Directed Transfer module serves as an "internal order" system that allows Pharmaca to perform inventory transfers via the same pick/pack/ship workflow they use for external customer orders. Appearing as an order-fulfillment activity to the scanner user at the central warehouse, this feature updates GP as a transfer transaction.

## Improved Agility Results in Rapid ROI

"The greatest return on our investment with PanatrackerGP has been the ability to reallocate staff from the back room to the sales floor. Instead of unpacking boxes of product in the back, employees are on the sales floor, interacting with and serving customers," Eissenstat said. "That's a massive win."

Pharmaca considers Panatrack a valued partner with the desire to proactively prevent problems and the ability to fix any issues that do arise. "When you change processes, there are usually procedures an outside vendor might not fully understand or issues they can't fully anticipate until deployment. Panatrack didn't come in and tell us how to do things; they listened well and thought about the best way to solve the problem," adds Eissenstate.

### About Pharmaca:

Pharmaca Integrative Pharmacy was founded in 2000 as the nation's first integrative pharmacy chain offering traditional prescription-filling services alongside holistic remedies and licensed health care practitioners. This innovative model allows customers to choose how they want to approach their health care. Pharmaca also carries a wide selection of all-natural beauty products, fair trade gifts and organic snacks in their 24 stores spanning California, Colorado, New Mexico, Oregon and Washington, and their online store at [www.pharmaca.com](http://www.pharmaca.com).

### About Panatrack

Panatrack is a specialized software development firm focused on creating innovative and intuitive warehouse management solutions for tracking of inventory, assets and activities. Using data-capture technologies such as barcode, RFID and mobile handheld computers, Panatrack's suite of inventory and shipping solutions are designed to integrate seamlessly with Microsoft Dynamics GP, improve speed and accuracy and deliver a fast return on investment.

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