



Pharma Wholesaling & Distribution: Top 7 WMS Buying Criteria

Kyle Burke, IT Manager, of Irish company Wholefood Wholesale, describes the criteria used in selecting a WMS solution and the key business drivers involved.

1. Most importantly, we needed to be able to comply with new **food traceability laws** which were introduced in October 2005, along with the existing need for full traceability for our supplements side of the business.
2. We needed a system that would give us a competitive advantage in the marketplace. That meant increasing **accuracy and efficiency levels**, as well as serving our customers better.
3. Some of the elements the company needed were straightforward enough, such as tracking goods in and out, **warehouse location recording and generating pick lists**. Others were more complex. For example:
 - A key requirement of our business is the traceability of 'Best Before' dates and 'Batch Numbers' through the pick-faces. This is time-consuming and tedious to record manually.

Wholefood Wholesale

Wholefood Wholesale distributes health food and related products (beauty products, remedies, vitamins, etc.) to over 1200 health food stores, pharmacies, practitioners and delicatessens across Ireland.

Established more than 23 years ago the company operates from a 20,000 sq food facility in Dublin.



- A constant problem for the warehouse staff is that so many of our stock items look almost exactly the same. There might be a subtle difference in terms of size, or contents—say the number of capsules in a bottle—yet it looks very similar. That means there is lots of potential for picking errors!
4. We were looking for a system with advanced stock and productivity **report functionality** to track progression on route to achieving our end goals.
 5. We certainly needed to minimize the **time and paperwork** concerned and find a better way to manage stock in multiple locations.
 6. We also looked for a short term **return on our investment**.
 7. The final essential requirement was that any warehouse management solution chosen needed to **integrate seamlessly** with the company's existing telesales and ERP software.

In implementing Principal System's solutions Wholefood Wholesale addressed all its requirements. The result was real business improvements in terms of accuracy and efficiency levels.



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