



Medical Products Fulfillment

Web based order and fulfillment system

tgi
direct
Marketing Support Services

5365 Hill 23 Drive • Flint, MI 48507
phone: 810.239.5553
web: www.tgidirect.com

Case study objectives

Project:

Construct and launch a web based order fulfillment system for sterile samples. Deploy and train national sales force of 100+ professionals on the system application.

Market:

Medical Products (Pharma)

Business Application:

Web-based tool for order fulfillment and product traceability.
Fulfillment of sample cannulae products

Project Objectives:

- Design and build a web hosted fulfillment system for sample sterile cannulae products.
- Design and build a FDA registered clean room for storage of sterile cannulae products.
- Obtain FDA approval for storage and fulfillment processes associated with sterile cannulae products
- Provide training manuals and online training to sales staff.
- Manage client database and financial reporting for national sales organization.



Significant Results:

In 2007, TGI successfully launched the web-based order management system allowing the U.S. based sales representatives to utilize an online tool for order fulfillment of sample sterile products. TGI's web-based technology allows for flexible order sizes, product traceability, and a secure clean room environment to ensure product integrity occurs from manufacturing through distribution to the end user.

Project Description:

A large fortune 100 medical products company required a fulfillment system for its sales staff. The company needed an efficient solution for receiving orders for sample sterile cannulae products and fulfilling the orders. Order quantities would be limited to one or two pieces of each product per order and most items arrived in cases of 2 or more items; so pick and pack of shipments had to occur in an FDA registered clean room. A previous legacy system had been deactivated due to quality concerns and a three-fold cost increase.

TGI Direct developed and clean room operation to support pick and pack for fulfillment and gained FDA approval for both the clean room and fulfillment processes. Secondly, TGI Direct built a secure online e-commerce solution for sales representatives to order samples of cannulae products. The online site was built to allow for easy activation and deactivation of products as new model upgrades and obsolesce of old products occurs.

Summary:

Client	Fortune 500 Medical Products Manufacturer
Provider	TGI Direct
Software Provider/Partner	TGI Direct
Hardware	HP Indigo
Target Audience	Cardiac Surgeons, Surgery Centers, and Hospitals
Distribution	North America
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