



DIRECT MED SUPPLIES

CASE STUDY

Direct Med Supplies is a B2B medical wholesaler, who provides comprehensive medical supply and equipment as well as consultation services to hospital systems, ambulatory care, laboratories and veterinarians.

PROBLEM

DirectMed Supplies was facing two main issues specifically related to their business model: 1) All business was conducted offline and over the phone without an online storefront 2) Their vendors and manufacturers provided product information in Excel spreadsheets and required quarterly reporting in a specific format, resulting in 30+ hours every month of manual data input to consolidate order sheets and GPO contract pricing reports.

SOLUTION

Through Naologic's NDC import tool, DirectMed Supplies is now able to update their product data in real-time and automatically generate GPO reports. Through master dashboards, there's full visibility on order information, delivery status and vendor- and product performance. The ability to dynamically set price lists, GPO contracts based on specific customer groups and generate reports, has automated the full sales and purchasing cycle.

Finally, DirectMed Supplies now has an online storefront controlled fully from the Naologic backoffice, which is in-sync with all product information as well as the ability to accept payments through credit/debit card, bank transfer and online bank payment.



APPS IN THE CAPITAL MANAGEMENT SOLUTION USED

Product Listings

Sales Orders

Sales Quotes

NDC Healthcare Imports

GPO Contracts

Payments

B2B Ecommerce Storefront

Invoicing

Lead Management

Inventory

Price Lists

Bills

Purchase Orders

Vendor Management

PRODUCTS REPLACED BY NAOLOGIC

