

“Zyllem is highly-customizable. It lets us map out our different delivery processes, monitor our drivers in real time, and gives us a control tower view of all our deliveries.”

— Chye Heng Johnny Teo
Procurement Manager, Zuellig Pharma



With an increasingly overwhelming delivery volume, Zuellig Pharma needed to control its last-mile delivery costs and increase its overall operational efficiency.

Zuellig Pharma and Zyllem

A success story of partnership and innovation

About Zuellig Pharma

Zuellig Pharma is a leading healthcare services group with over 320,000 customers across 13 countries in Asia. Its customer base includes hospitals, clinics, pharmacies and other healthcare establishments. Zuellig Pharma provides distribution services, clinical trials, data analytics, payer & patient solutions and other commercial services to the healthcare industry.

The Journey to Digitizing its Last-Mile Delivery

As an enterprise whose core business lies in distribution, Zuellig Pharma was quick to realize that digitizing its last-mile delivery is key to addressing some of its biggest challenges:

- **High delivery volume:** Zuellig Pharma’s customer base generates an average of 50,000 delivery drops per day. In Singapore alone where the market is relatively small compared to its counterparts, it generates thousands of delivery orders per day. Managing and monitoring these deliveries in real-time was impossible.
- **Cost management:** Last-mile delivery accounts for a large part of Zuellig Pharma’s total distribution cost. Being able to manage this cost would make a huge impact to the business.
- **Optimizing processes:** increasing efficiency and accuracy throughout its processes simply demanded new technology to be put in place. It was clear to Zuellig Pharma that manual processes had to be eliminated.

At-A-Glance

Industry

Healthcare Distribution

Country of operation

Singapore and Malaysia

Customer since

2016

Problem

Manage all deliveries across segments and operators, lower last-mile delivery costs, and increase operational efficiency.

Solution

Zyllem Enterprise

Most used features

- * Enterprise Portal (Control tower)
- * Zyllem mobile app
- * Dispatcher Module
- * Address validation
- * Real-time reports
- * SFTP integration

Results

- * Transparency of all deliveries
- * Real-time tracking and monitoring
- * Easy availability of information
- * Less customer service calls
- * Address database cleansing
- * Faster sales recognition

In 2015, Zuellig Pharma started its journey to digitizing its operations. Having invested in various systems across different countries, Zuellig identified a key problem: although they *had* systems in place, each system was different in each country because each country operates by itself.

“There was no common platform and no visibility across the entire distribution network. In 2016, Zuellig Pharma came across Zyllem, who took the challenge to bridge this gap.” – Chye Heng Johnny Teo, Procurement Manager, Zuellig Pharma

Zuellig Pharma and Zyllem’s first engagement blossomed into a fruitful partnership that helped shape an enterprise logistics software, which is now called Zyllem Enterprise. Zyllem Enterprise was first deployed in Zuellig Pharma’s Singapore operations in 2016. The following year, Zuellig extended its rollout to its Malaysia operations in order to manage its long-haul distribution. Implementation plans are currently in the works to deploy Zyllem to all eight warehouses of Zuellig across Malaysia.

In Singapore, Zuellig Pharma uses the combined services of its own assets and 3PL partners. In Malaysia, it uses the services of a 3PL partner. Through Zyllem Enterprise, Zuellig Pharma is able to manage each country with full visibility on all its deliveries – both by its own assets and 3PL partners.

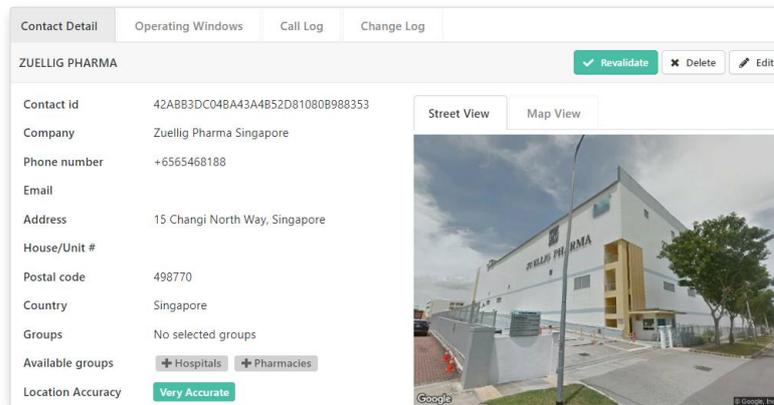
How Zyllem Helps

“Zyllem is highly-customizable. It lets us map out our different delivery processes, monitor our drivers in real time, and gives us a control tower view of all our deliveries.” – Chye Heng Johnny Teo, Procurement Manager, Zuellig Pharma

The following benefits of Zyllem Enterprise has transformed Zuellig Pharma’s Singapore operations:

- **The control tower view:** real-time tracking of items and real-time monitoring of drivers. The operations team can now see: where *all* the drivers are at any given time, where the next delivery is, any potential delays, etc., all in one portal.
- **Integration with ERP system:** by integrating with Zuellig’s ERP system (SAP), orders are seamlessly fed from SAP to Zyllem Enterprise. In the same manner, delivery statuses are fed from Zyllem to SAP in real-time. No data entry required and no room for human error within the process.
- **Address database cleansing:** By collaborating with Zuellig Pharma, Zyllem developed a feature called *Address Validation* to close this gap.

How Address Validation works



Address Validation is part of Zyllem’s contact management feature. Its main function is to identify the exact locations of the contacts in your Address Book. Here’s an example of how it works: every time a driver performs a delivery task for a customer using the Zyllem app (e.g., the driver taps on “Deliver” button), Zyllem collects his GPS location and stores it in the Address Book. This collection of GPS data kicks in every time a user performs an action that is associated to the contact. It also works in a way that only GPS data with high levels of accuracy are considered. When sufficient data is collected, the system will recommend you to validate the address. Validation can be done by a simple drag-and-drop on an easy-to-use interface.

The Address Validation feature has helped Zuellig Pharma Singapore cleanse its address database, generate accurate Driver Compliance Reports, and minimize errors and delays on the ground.

- **Driver compliance reports:** generating daily Driver Compliance Reports is a great way for Zuellig to assess driver performance in real-time. This report allows you to define SLAs for time and location compliance. For example, you can set a time buffer of +/- 15 minutes and a geofence with a 500-meter radius. The system will then consider these values when the driver performs deliveries and feeds the data into the system in real-time. Zuellig also generates a Daily Status Report on all its items. All reports were designed by Zuellig through Zyllem’s highly-customizable Reports Module.

Zuellig Pharma’s monthly driver compliance improved from 20% to 95% after using Zyllem Enterprise.

- **Faster sales recognition:** through Zyllem’s integration with SAP, not only does Zuellig see the delivery completion percentage on the dashboard; all completed deliveries are automatically fed into SAP as they happen. This allows them to bill the customers more quickly and accurately.

Aside from shortening its order-to-cash cycle from 3 to 0 days, this also saves Zuellig Pharma 3-5 hours per day on data entry and eradicates any human error that may come along with it.

The Journey Continues...

Implementation plans are in the works to roll out Zyllem to Zuellig Pharma's operations in Vietnam and Philippines. Meanwhile, Zyllem continues to evolve its platform to bring out the best features and cater to many of Zuellig Pharma's requirements while allowing them to provide feedback to enhance it further.

Zyllem and Zuellig Pharma's partnership goes beyond service provider-and-customer relationship. Both parties continually collaborate to provide feedback, improve processes from a business and product perspective, and empower each other to grow and evolve together.