Sector	:	Information Technologies
Year of Establishment	:	2010
Number of Employees	:	25
Website	:	http://www.eriateknoloji.com/

"Digital Solutions for Joint Procurement and Shipment Processes in Pharmacy"

ERİA TEKNOLOJİ

In addition to developing the Ecza Trend software and establishing a shipping company, which enables all pharmacies to make maximum use of the advantage of excess goods offered by pharmacy warehouses to pharmacies in the process of purchasing large quantities of drugs, the company contributes to increasing the profitability of pharmacies, reducing stock costs, increasing product variety and finding solutions to their needs by making the pharmacies performed joint purchases. "Innovative solutions in New Normal."

"If you have an idea where there is a need and an opportunity, keep moving forward regardless of how difficult the idea is, and you will eventually find a solution".

Crisis:
Shipment Management, Personnel Integration

About

Eria Teknoloji is a software company established in 2010 in Erciyes Technopark in Kayseri. The company, which entered the sector with an R&D project for the health sector in 2010, has developed plenty of special software in numerous sectors such as; an e-health automation software for Turkmenistan in 2011, a Smart meter reading and subscriber tracking system for Organized Industrial Zones in Turkey in 2013, Patient tracking system for an international hospital in Turkey, Textile stock market software for a textile company based in USA and E-Payroll system software for Ministry of Health Public Hospitals in 2015. Eria Teknoloji, which created Turkey's first and largest joint purchase and clearing platform for

pharmacies, enables pharmacies to be more profitable by reducing supply costs thanks to the EczaTrend software they developed in 2016.

Background

In the pharmaceutical industry, there are applications known as surplus goods, which are identified as a bulk purchase campaign, to encourage pharmacies to order large quantities of products (bulk supply) in the product supply processes and include free products from the same product in addition to the purchased products (drugs).

On the other hand, the sale of drugs that can be traded between pharmacies is prohibited in our country under legal regulations. As a result of this situation, pharmacies that want to use their bulk supply processes face high stock costs if the related drugs are not sold quickly enough.

To provide solutions to these pharmacies' problems, the company has implemented EczaTrend, a software that allows for joint purchases and exchanges. In this way, companies registered in the system using this software can make joint purchases and exchange products without being subject to trade.

By being included in the system, pharmacies can take advantage of the surplus of goods that occurs when purchasing large quantities of products offered to them by pharmaceutical warehouses using EczaTrend software. Using this application, pharmacies can provide 20 percent profit on joint purchases, and this profit can increase to 40 percent when stock management and product diversity are considered.

Pharmacies form groups through EczaTrend and can purchase products in larger quantities by purchasing them jointly and exchanging them among themselves. For pharmacies to benefit from this software in their joint purchasing processes, pharmacies in the same city must form a group and make their shipments. However, due to the disruptions caused by shipment processes in large cities and groups with many pharmacies, the company has begun to carry out shipment processes as well. Currently, 25 employees are working in the company, including the software, support, and shipping team.

The company faced challenges, as did the entire business community, as a result of the shutdowns at the beginning of the COVID 19 pandemic. The company's field promotional activities for the EczaTrend application weakened, and business trips required for sales could not be conducted even for a short time. On the other hand, as the importance of

digitalization grew, so did the number of pharmacies using the EczaTrend application, necessitating the development of the company's delivery services. In this situation, the need for new personnel and vehicles has emerged, as needs more stringent oversight of these resources.

Digital Tools

- Online Meeting Platforms: **Zoom**

- Vehicle Tracking System: **Mobiliz**

- Expenditure Claims, Reporting and Payment Systems: **Turkcell HesApplı**

- Accounting and E-Invoice Services: **Paraşüt**

- Online Payment Solutions: **Paratika**

- Other: **Company's Own Software**

Methodology

The company's software for pharmacies came with significant responsibilities in managing a large balance and the product shipment process. For the company to manage these processes in the best way, it had to be integrated into many channels.

During the pandemic period, the company primarily converted its pre-pandemic promotional and customer visit activities into entirely online meetings. They gained a cost advantage and became more advantageous by resolving problems in promptly the online meetings they held using the video conferencing platform ZOOM.

The company is heavily responsible for a large quantity of product delivery while managing the software side of the EczaTrend project. Shipping service constitutes the most intense cost item of the company. As a result, the company must make good performance management decisions in terms of cost and benefit in this service and reduce its costs. In this process, the company worked in coordination with Mobiliz, which provides vehicle tracking services to track the routes of its vehicles. Aside from that, the company has

avoided the problem of lost goods in shipment by allowing drivers to conduct goods receive and delivery transactions with the help of a custom-built application.

The company, which had too many monthly invoices during the pandemic, continued to use the Paraşüt application more effectively and completely switched to the e-invoice application. Another application that it continues to use during the pandemic period is Paratika, which has improved financial management efficiency by eliminating remittance processes via the online payment channel.

The requirement to exchange products along with their QR codes incurs cost and time losses in pharmacies with a high purchase volume during clearing. Eria Teknoloji completes the clearing process by receiving products from pharmacies with QR codes through the companies that provide delivery services to pharmacies, which are also licensed pharmacy warehouses, and providing the QR codes to be scanned in-house, thanks to the camera system that they developed during the pandemic period to prevent this delay.

Lastly, the company increased its cargo integration by signing a contract with Yurtiçi company besides UPS.

Conclusion

During the COVID 19 period, the company increased the number of its members by 26% by providing faster and more precise solutions to customers, thanks to the digital tools they have been using, added to their organization and developed in line with market needs, and reached a total of 7000 active members in 35 cities. The company has employed 12 personnel during the COVID period and increased its vehicle fleet from 4 vehicles to 15 vehicles. After February 2020, the company's turnover, which has increased by 86 percent in shipping services, has increased by 119 percent. The company intends to invest 10% of its capital in the fund and evaluate the company and provide much faster solutions to many pharmacies by strengthening the shipment with the help of this investment.