

Genopharm appoints arvato services healthcare for exclusive logistics deal

French pharmaceuticals manufacturer Genopharm has selected arvato services healthcare to handle both warehousing and distribution of its entire product range. From its national distribution centres in the UK and Benelux, arvato services healthcare will deliver Genopharm products to hospitals across the UK, France, Belgium and Germany within 24 hours – a roll-out to further countries across Europe is planned over the next three years.

The decentralised distribution solution, developed by Genopharm and arvato services healthcare, allows the manufacturer to ship directly to its customers in a more cost-effective and service-focussed manner. By standardising IT systems and processes across the board, Genopharm is guaranteed maximum transparency and process efficiency, allowing the company to significantly reduce order response times and logistics costs. arvato services healthcare is not bound to any single freight carrier, which means the company can work with established shipping companies to give customers like Genopharm access to a highly cost-efficient and high-performance transport and logistics network. Depending on Genopharm's requirements - speed, service or destination - arvato can select the local carrier most suitable to meet these needs and the most cost-effective, generating added cost saving potential.

“In the past we have satisfied the demand through export activities,” says Claude-Alain Cudennec, Head European Business Unit at Genopharm. “But in the long run this was ineffective, as we were too far from our customers and markets. Moreover, transport services were requested separately, which proved very time and cost intensive. Ultimately, this is why we chose a decentralised distribution solution and decided to go into partnership with a specialised and experienced service provider. The demand for our products is high. We want to continue with our growth strategy in the years to come and that is why we want to be close to our customers - to do this we needed a flexible partner with access to a scalable, high-performing network here in Europe. Aside from supporting our distribution strategy, it was important

that our partner is equipped to see us through the roll-out of our distribution structures over the long-term.”

Laurent Buisson, General Manager at arvato services healthcare France adds: “We are pleased to have assisted Genopharm in rethinking and restructuring its distribution strategy. Finding the right strategies to fit both the company’s product range and the company itself is key to mastering the challenges faced by the healthcare sector, not only today but tomorrow.”

About arvato services healthcare:

arvato services healthcare is an international provider of integrated outsourcing services especially for the healthcare and pharmaceutical industry. The company develops, implements and operates integrated distribution solutions that are tailored to the needs of its customers, their customers, physicians and patients. With sound expertise in the pharmaceutical and healthcare sectors, crossindustry expertise and sophisticated information technology, arvato services healthcare helps its customers further optimize the distribution of their products. Customers benefit from comprehensive support throughout the entire order-to-cash cycle as arvato services healthcare provides efficient and reliable management of all supply chain, customer relationship and financial processes. arvato services healthcare is a subsidiary of arvato AG, an international provider of logistics, media and communications services.

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