

Ensuring quality, and high service level in the Pharmaceutical industry

The choice to:

- Monitor goods quality
- Protect your company's image & brand
- Supply chain visibility
- Proof-of-delivery
- Increased productivity
- Manage cost
- Ensure accurate deliveries
- Optimize your services to the distribution channel as well as to end customers

Automated Proof of Delivery (RFID)

Intra-company information flow

- o Automated generation of ASNs
- o Product shrinkage minimization
- o Customer Service performance optimization
- o Reliable tracing of customer services levels
- o Distribution operation costs management (picking and delivery errors minimization)

Applying RFID technology in warehouses

- o Automated tracking of products moved in & out of the warehouse
- o Automated checking of the correct product shipments while they are loaded on trucks

The e-TRACK fleet tracking and management application for internal and external users

- o gives the ability to track product deliveries and manage the fleet involved in products distribution
- o cooperates successfully with company's applications (ERP, WMS, etc.)
- o offers information to the customer through the internet.

The Pharmaceutical industry is renowned for its requirements in extraordinary quality standards for the storage and transportation of their products. The need to maintain a visible supply chain in terms of quality and shrinkage is pushing the pharmaceutical industry to innovate in technology in an effort to maintain their market position. Especially issues related to the "pedigree" of medicines are transforming the pharmaceutical supply chain and are bringing technologies like RFID all the way to the point of sale. e-METER and e-TRACK telematic solutions by Emphasis Telematics, integrated with the latest RFID technology, are offering unique visibility of the pharmaceutical products supply chain. The use of Emphasis Telematics Solutions allows corporations to maintain the required quality of their products during the whole supply chain, to protect their company's image, to increase productivity and to effectively manage costs. The integration of telematic systems with modern RFID technology have immediate effect on logistic processes. Automated electronic Proof of Delivery contributes to the reliable tracing of medicines' **e-pedigree** through the use of an enhanced information environment.

Benefits in distribution management

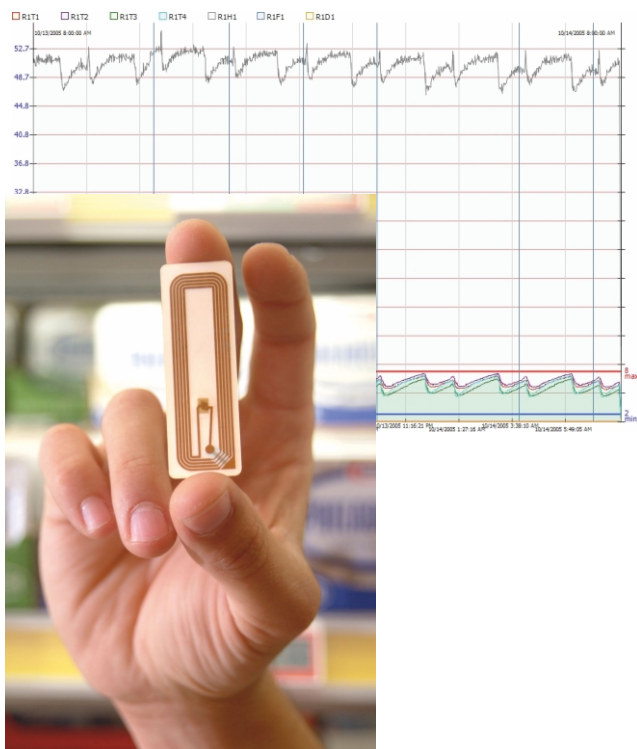
- Errors minimization during loading and delivery
- Products losses minimization
- Supply Chain transparency
- Competitive advantage creation
- Delivery schedule optimization
- Enhanced customer services offering
- Accurate service level measurement
- Products' quality assurance
- Destroyed products tracking guiding to costs management
- Infrastructures maintenance cost reduction



The combined e-TRACK, e-METER & RFID in the Supply Chain

The combination of e-TRACK, e-METER and RFID technology offer automated tracing of products throughout production, warehousing and distribution allowing in real time, the monitoring (and exception alarming) of:

- Proof of Delivery
- Products loading & shipment tracking
- Instant notification on error events in loading process (alarms)
- Automated traceability per product, parcel, box, etc.



e-METER is a telemetering system used in tracing and monitoring of HACCP production, storage and transportation conditions. It efficiently manages unexpected situations (or events).

e-TRACK, is a unique fleet tracking system, wholly developed by Emphasis Telematics, to fulfil tracking and monitoring needs met in the industries of pharmaceutical products.

Reporting & Alarms

One important aspect of the system is that all storage and transportation conditions reports include graphical representation of all traced information. In particular, through emergency events reports you can have detailed information on the time when tracing started, tracing duration, limits value, values traced average. Alarms reports include contact details of crisis management administrator, the time when the alarm started and ended, as well as the actions that have been taken.

Track and Trace using RFID technology

Applications such as Automated Proof of Delivery, Unit Tracking and Access Control, have been developed by Emphasis Telematics using the latest passive UHF RFID (ISO-18000-6C – Gen2) technology in combination with state of the art telematic technologies. The combined system guarantees that the correct product is delivered to the right customer at the right time.

Some of the corporations operate supply chain management with Emphasis Telematics Solutions

FAMAR, GENESIS Pharma

Emphasis Telematics S.A., based in Athens, Greece, was founded in 1995. Its target is to fulfill extraordinary business needs in the areas of Fleet Tracking and Management, Remote Monitoring and Telematics, as well as Supply Chain Execution. The company provides services, to customers worldwide, ranging from consulting through to the design, development, integration and installation of innovative telematic solutions. Its solutions are complemented by first-rate professional support services. Annual turnover growth of 40%, during the last four years, confirms its clear strategy to maintain and further strengthen its position in the Greek market, but also to become a key player abroad. Emphasis Telematics, holding the leading position in the area of its expertise in the Greek market, is being very active in promoting successfully its solutions worldwide, targeting corporate leaders in their respective fields. As of today, it has offered its solutions and services to a client base comprising more than 450 corporate organizations over Greece, Spain, Cyprus, Turkey and Saudi Arabia.



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