KPN
Giving you real-time and conditioned inventory management

For pharmaceuticals
Challenges in the pharmaceutical industry
Pharmaceutical companies have to juggle between securing profits, complying with ever-stringent government legislation, GDP and the growing expectations of distributors and end users. To stay ahead of the game, a new perspective on information and information technology is needed. And that’s where we come in, creating transparency in your complete supply chain through a single solution.

Taking your logistics to the next level means taking real-time control of your supply chain, enabling cost reduction and the development of new value propositions. Serialization against counterfeiting, conditioned last-mile logistics, reduced spillage, real-time insight in inventory levels and improved registration of clinical trials are just a few examples of how KPN’s solution is being implemented today.

Transparency and knowledge
The basis of the solution is simple: real-time knowledge of where your products are and under which environmental conditions. A combination of RFID and sensor technology, which is fully integrated with your inventory management software, can help you do just that. The benefits of this solution go far beyond complying with serialization demands. They enable you to truly be in control and stay ahead of the competition.

How? Just imagine the possibilities if you know exactly where your product is, and under what conditions, throughout your entire supply chain. From the location of your raw materials throughout production, to the temperature of the end product in the refrigerator of your customer. Real-time measurement and reports of environmental conditions will greatly improve profitability by offering higher quality control and, as a result, reducing waste. Now that’s something that doesn’t just benefit your company, but society as a whole.

How does it work?
The core of our Inventory Management System is our EPCIS/GS1 compliant cloud-based software platform, with interfaces to almost all existing and widely used systems, such as SAP. In order to gather real-time information, we electronically capture small data throughout the whole supply chain. To enable this, we use technologies such as temperature- and CO₂ sensors, barcode, 2D data matrix and RFID.

Time for a new perspective - We live in a world in which technology connects our business with everything and everyone. This Internet of Everything is the biggest leap for businesses since the introduction of the World Wide Web. It’s a fundamental change in our efficiency and one that’s especially relevant for the pharmaceutical industry.

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**Success story**

**Full control during the entire life cycle**

A great example of the advantages of implementing RFID technology is last mile logistics. For a simple box of aspirin, knowing its exact location and conditions once it reaches the end user isn’t of great interest, but it’s an entirely different story for specialty drugs like TNF inhibitors. We help pharmaceutical companies to create new value propositions by supporting conditioned transportation: from the distribution facility directly to the end user. The medication is delivered on a specifically designed tray, which sends out real-time information on the environmental conditions, even from inside the patient’s refrigerator. This way, the pharmaceutical company’s call center is notified of possible critical conditions or missed dosages.

**Why choose KPN?**

We can imagine that KPN as ICT and Telecom provider isn’t the first company that comes to mind when you think about managing your supply chain. But real-time information is our core business, and with the changes ahead, it should be yours as well. Furthermore, we have a strong affiliation with the healthcare industry. Our added value lies in creating applications that take full advantage of information, but also in improving the quality of life, for instance by improving sustainability and patient safety.

**Is our supply chain solution unique?**

The technologies that we use aren’t new, but what distinguishes us from other providers is that we have combined our global EPCIS software solution with the necessary technology to make improved supply chain management achievable. KPN has signed a cooperation agreement with software developer Interaxi in order to develop a reliable Managed RFID solution for the business market. We offer you a single managed service that integrates consultancy, software, hardware and infrastructure.

**What can we offer you?**

Our complete software and hardware solution creates a transparent and fully secure environment with real-time inventory visibility to all parties in the supply chain. Our offer includes hardware, software, installation and management.

This results in:

- improved utilization of existing resources;
- direct vendor and patient involvement;
- higher quality assurance and proof of integrity;
- reduced waste through the possible re-use of dispensed medication;
- less counterfeiting through unique product identification and authentication.

**Would you like to know more?**

Visit kpn.com/rfid for more information and inspiring cases, or contact us by e-mail: salesm2m@kpn.com.