

# Close-up Direct-to-Patient:

E2E eCommerce solution for global Medical Devices customer



## Customer Challenge

- E-commerce is a growing market and its important to be present on the Internet to have a competitive advantage
- The Customer wants to provide a multi channel solution to its customers (doctors, pharmacists, patients) through an e-commerce platform



## DHL solution

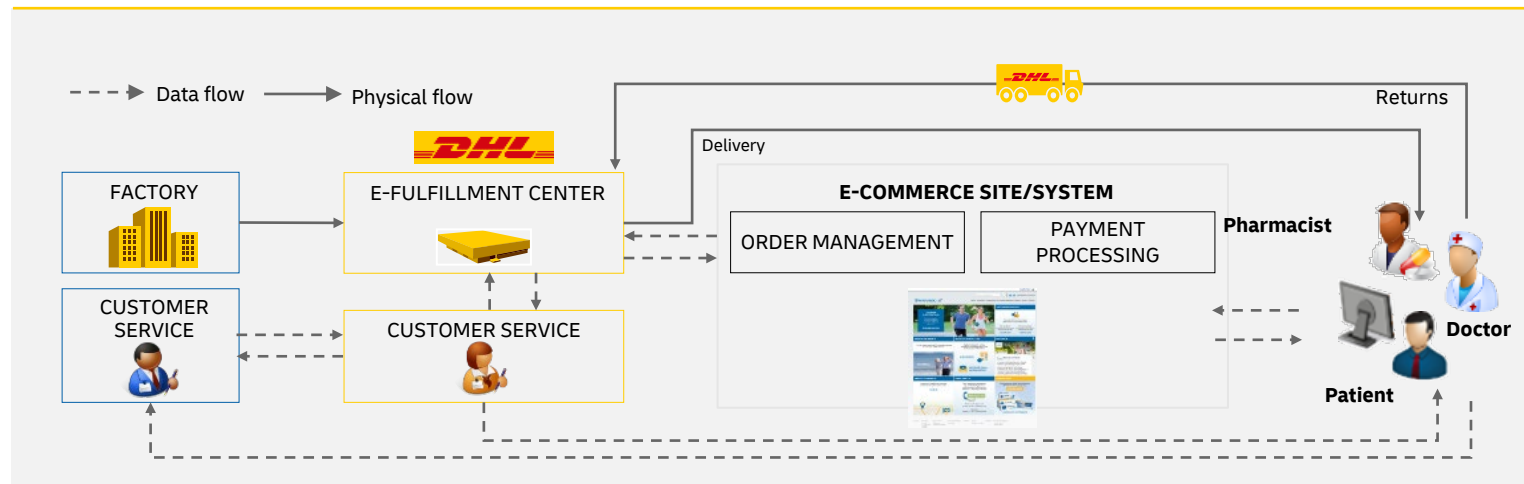
- Webshop creation
- Warehousing
- Transport (express courier)
- Returns management
- Support Customer service



## Customer benefits

- Complete outsourced e-commerce solution
- Online payment
- Dedicated pages for each distribution channel
- Personalized commercial conditions

## E-commerce process



Medical Devices



Web site creation and management for B2C & B2B: pharmacist, doctor and patient



Administrative management



Warehouse



Transport



Customer Care (with support to order entry)