



ZSL Case Reference

Pharmaceutical provider anticipates SQL Server 2008-based solution to create improved customer experience

“We anticipate our customers will be able to complete their e-commerce shopping experience in 30 percent less time by using the SQL Server 2008-supported online shopping cart...”

*Calvin Hunsicker, President
Emerlyn Technology, LLC.*

Customer: Emerlyn Technology, LLC

Web Site: www.emerlyn.com

Customer Size: 8 employees

Location: North Conway, NH

Industry: Pharmaceutical



Customer Profile:

Emerlyn Technology, LLC provides SureCost®, a software-plus-services web-based purchasing system that enables pharmacies to purchase pharmaceuticals through their existing vendor(s), while providing contract management, cost auditing and optimal product selection in a real-time environment. Founded in 2006, Emerlyn Technology, LLC is located in North Conway, NH.

Software and Services:

- SQL Server 2008 Standard Edition

The Challenge

In today's increasingly competitive healthcare provider environment, pharmacies are facing decreased profitability and limited resources. The cost of goods is a pharmacy's highest cost. To help pharmacies better control their cost of goods, Emerlyn Technology, LLC developed SureCost®: a web-based purchasing system that enables pharmacies to cost-effectively and efficiently purchase pharmaceutical and non-pharmaceutical products through their existing vendors, as well as manage vendor relationships with cost auditing and contract management. On the backend, pharmaceutical vendors—wholesalers, distributors, manufacturers—are able to update SureCost® with real-time inventory, product selection and prices.

Since its development in 2006, SureCost®—Emerlyn's software-plus-services offering—has been a success; it brought a much needed solution to the marketplace. Here's how it works: A pharmacy using Microsoft SQL Server-based SureCost® comparison shops by viewing their existing vendors' most current product catalogues—including product size and price; then places an order through SureCost® in the form of an electronic document. SureCost® passes the purchase information to the relevant vendor(s)—who then contacts the pharmacy and fulfills the order.

However, in late 2009 Emerlyn recognized the need to provide an online shopping cart solution to allow pharmacies to purchase non-pharmaceutical products through a single application. The online shopping cart would provide an improved shopping experience for pharmacies by allowing them to make better purchasing decisions in less time. Emerlyn needed a partner to assist them with this new technology solution.

The Solution

Emerlyn had known of ZSL through mutual clients. ZSL, a Microsoft Gold Certified Partner, specializes in healthcare-centric custom technology solutions and services. Therefore, when searching for a partner to assist them in building an online shopping cart front-end with a supporting back-end, including



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About ZSL:

ZSL (Zylog Systems Ltd) is a United States-based Microsoft Gold Certified Partner and Global Systems Integrator & Business Solutions Provider with 3,500 employees worldwide. ZSL develops and delivers enterprise IT solutions and services using emerging technology platforms to keep TCO low and ROI high. ZSL is a pioneer in business and technology solutions and innovation, with expertise in Onshore, Offshore & Near-shore technology solutions and services. ZSL serves a variety of industries, including Banking & Finance, Insurance, Manufacturing, Telecom, Pharma & Healthcare, Travel & Logistics, Media & Entertainment, Wholesale and Retail.

ZSL has been recognized and listed in CRN Fast Growth 100 for 2009 and was ranked 245th among North America's Top 500 Technology Integrators in the VAR Business 500 list. ZSL also won the "Top Technology Practices" Award for Excellence in "Greenware Computing." Founded in 1996, is headquartered in Edison, NJ, with offices in the US, UK, Canada, France, Germany, India, Singapore, Malaysia and Middle East.

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integration with several of Emerlyn's existing systems, ZSL was the natural choice. Emerlyn and ZSL decided the online shopping cart would be supported by a custom-designed back-end system: Order To Cash (O2C). As a supporting database for O2C, Emerlyn at first considered MySQL or PostgreSQL, as these seemed logical choices for a system being built on JAVA-based technologies. However, ZSL recommended Microsoft SQL Server 2008 Standard as the best choice because it would be the most compatible option for SQL Server-based SureCost®; also, its data recovery capabilities are superior and its relational features are better for e-commerce transactions than MySQL. SQL Server 2008 also boasts enhanced data security and improved query efficiency, which is essential for an online, pharmaceutical e-commerce solution. The online shopping cart is coming to market in summer 2010.

The Benefits

Through Emerlyn's web-based online shopping cart pharmacies are able to connect with pharmaceutical and supply vendors real-time, based on relevant categories of product data. Pharmacies can search for a product (browse by category, vendor, product name and description), then add the product to a shopping cart for review. After being prompted for shipping, billing and payment information, the pharmacy submits its order. The purchase is completed in a secure online environment, and the pharmacy receives email confirmation, taking delivery of the product in the designated time.

According to Calvin Hunsicker, Emerlyn's President: "We anticipate our customers will be able to complete their e-commerce shopping experience in 30 percent less time by using the SQL Server 2008-supported online shopping cart because products are sortable and organized to facilitate optional decision-making. We appreciate that SQL Server 2008 ensures confidential information is protected rigorously due to enhanced data security. The increased query efficiency and exceptional multiprocessor support with SQL Server Integration Service has allowed O2C outstanding system performance." Mr. Hunsicker has also been pleased with the implementation partner he chose: "With ZSL's end-to-end services, we have been able to bring the online shopping cart solution to our customers earlier, and for less cost, than we originally expected."

Emerlyn Technology expects increased annual revenues from new sales and increased customer retention, due to customers' improved shopping experience.

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