

COMPANY: PROFESSIONAL VETERINARY PRODUCTS, LTD.
INDUSTRY: WHOLESALE DISTRIBUTOR OF ANIMAL HEALTH PRODUCTS

VOICE-POWERED RESULTS:

OBJECTIVES

- ▄ Increase productivity and accuracy in two distribution centers.

RESULTS

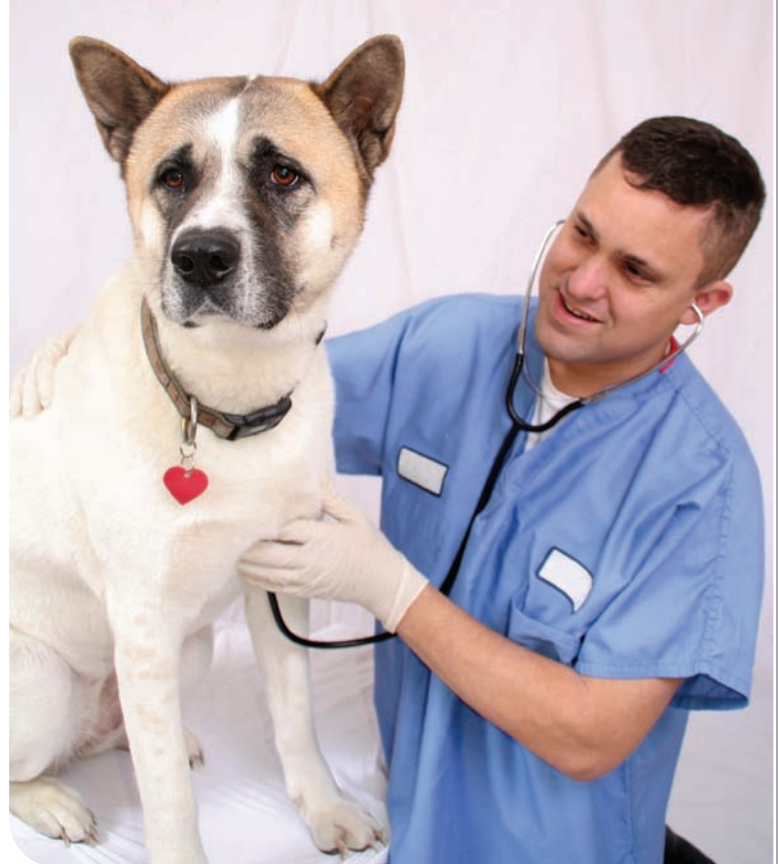
- ▄ Increased order accuracy up to 99.8%.
- ▄ Improved productivity by 15-25%.
- ▄ Reduced staff overtime.
- ▄ Cut worker training time in half.

ROI

- ▄ Payback achieved within 10 months.

FUTURE IMPROVEMENTS

- ▄ Expand Vocollect Voice® to put-away, product transfers/restocking, cycle-counting applications and, eventually, to receiving operations.



Professional Veterinary Products, Ltd. Keeps Customer Demand ‘Healthy’ with Vocollect Voice

Founded in 1982 by a group of veterinarians, Professional Veterinary Products, Ltd. (PVPL) wholesales and distributes pharmaceuticals and supplies and sundry items to licensed veterinarians. With annual sales topping \$360 million, the company carries more than 20,000 branded products from over 350 major animal health manufacturers and suppliers, ranging from pharmaceuticals to animal identification tags. PVPL also has two subsidiaries: Exact Logistics (distributes to other animal health companies) and ProConn (supplies products directly to the consumer).

To help its customers meet the challenges facing today’s animal health practice – and to fulfill its own mission of delivering the most competitive prices for products, efficiency in purchasing and inventory operations, and excellent service – PVPL turned to the power of Vocollect Voice, Vocollect’s system of hardware, software and voice dialogs.

“As CEO, you’re never completely satisfied with operations, but we are very satisfied with taking more cost out of the system and doing everything we can to better service our customers. We met this goal with Vocollect’s Voice-Directed Distribution™.”

Dr. Lionel Reilly
President and CEO
Professional Veterinary Products, Ltd.

The Challenge **Achieving Top-Notch Supply Chain Efficiency**

Today's animal health profession is more competitive than ever. To succeed, practices must be able to meet all of the challenges in a highly demanding marketplace.

For distributors like PVPL, that means delivering the products animal health practices need in the most timely and cost-effective manner possible. To fulfill its mission, PVPL turned its attention toward increasing efficiencies in its order processing and distribution operations.

From an order fulfillment perspective, it is not unusual for PVPL to have a \$3 million sales day. To meet its order processing demands in its distribution centers, PVPL started with paper pick lists and moved to radio frequency (RF) technology years later. But with a goal to have the most efficient animal health product distribution network in the business, management felt more could be done.

"As CEO, you're never completely satisfied with operations, but we are *very* pleased with our ability through Voice-Directed Distribution to prune more cost out of the system and provide better overall service to our customers," said Dr. Lionel Reilly, president and CEO of PVPL.

The company learned about Vocollect Voice through its software partner, ICS. "We've been working with ICS since 1996 so they are a trusted partner," said Grant Wells, manager of production at PVPL. "We worked with ICS for the bar-coding and back-warehousing pieces of our system. They brought Vocollect to us and we were immediately impressed."

"Voice-Directed Distribution gave us the opportunity to be more efficient. There has been a 15-25% increase in productivity after deploying voice in our facilities. We are now achieving order accuracy of 99.8%, which is significant with the number of orders we process daily."

Grant Wells

Manager of Production
Professional Veterinary Products, Ltd.

The Solution **Powering Supply Chain Efficiencies through Voice-Directed Distribution**

Because PVPL is committed to improving all areas of operations, Voice-Directed Distribution offered the ideal opportunity. The company deployed voice in two distribution centers: one in York, Pennsylvania and the other in Omaha, Nebraska.

"In our order selection applications, we went from paper to RF technology to Voice-Directed Distribution," said Wells. "This made a lot of sense, because it reduced costs significantly over our previous processes. That makes everyone happy – from our CEO to our suppliers, and all the way to our customers."

With regard to implementation, PVPL reports that it was 'a breeze.' The company decided to deploy voice in a test environment – an isolated area of one of its distribution centers, starting with just five workers who used it for a period of 30-45 days. Once PVPL managers saw how quickly workers adapted to Vocollect Voice, they felt confident rolling it out fully to the distribution centers.

The Results **Enhancing Accuracy and Productivity**

According to Grant Wells, "Voice-Directed Distribution gave us the opportunity to be more efficient. We were already using RF technology and we wanted to enhance that – and we did. There has been a 15-25% increase in productivity after deploying Voice-Directed Distribution in our facilities. We are now achieving order accuracy of 99.8%, which is significant with the number of orders we process daily."

In addition to increasing productivity and order accuracy, PVPL management is extremely pleased with the reception that Vocollect Voice has received from its order processing professionals – the team that uses it every day, shift after shift.

Amanda Nelsen, order processing clerk, explains that she doesn't typically take her job home at night, except to tell friends about Voice-Directed Distribution. "I enjoy explaining that it's a headset that literally talks to me; then, after I pick the product, I simply say, 'Next product.' It's so cool and makes my job fun, too!"

Wells assures his order processing team that voice is at PVPL to stay. "If you are looking for state-of-the-art, Voice-Directed Distribution is the way to go," he said. "By using voice, the more efficient you'll be and the better off you'll be operationally."

Wells explained that there is much room for expansion of voice at PVPL. "Right now, we use voice for order selection; but we plan to expand it to put-away, product transfers and restocking, and cycle-counting. Eventually, we plan to expand it to receiving."



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Vocollect Americas:
info@vocollect.com
412.829.8145

Vocollect Europe:
voc_emea@vocollect.com

Vocollect Latin America:
latin_america@vocollect.com

Vocollect Japan:
japan@vocollect.com