

NEW iHUB™ exclusive to TerryWhite Chemmart. Powering better business decisions.



that's *real* chemistry

The TerryWhite Chemmart iHUB™ is a sophisticated data engine that empowers you to make better business decisions.

The 6 components of iHUB™ include:



Database Management – to manage your inventory database more effectively



Pricing – to help you determine an appropriate pricing strategy by category which can be customised to SKU level if required



Promotions – to effectively execute promotional activity with automated updates, ticketing and system set up



Live Ordering Portal – to place orders from a central location for promotional activity and maximise margin



Advanced Reporting – to help you understand your business performance



Integrated Ordering – the latest part of iHUB™



The Integrated Ordering platform from iHUB™ uses data intelligence to ensure:

1. Front-of-shop orders are generated on a daily, weekly, monthly basis

2. The right products are stocked

- Analyses data from over 400 pharmacies to recommend the right products for your pharmacy
- Provides a customised approach for your pharmacy based on your planograms
- Improves compliance to core range without the need to manually check every planogram

3. The best deals are captured

- Assesses upcoming deals and timing for the order
- Recommends adjustments to your order quantity to improve your discount
- Ensure you maximise opportunities during promotional periods by accessing discounts to improve margins
- Provides you with an opportunity report highlighting where you could have bought better during the month prior

4. Better management of unproductive inventory

- The system will help you to clear unproductive, local lines to improve your working capital by:
 - Automatically providing you with a pricing file for clearance
 - Marking the product as not stocked eliminating the potential for accidental ordering

iHUB™ includes an Integrated Ordering module to enable more efficient stock control.*

Integrated ordering uses data intelligence to ensure:

- Front-of-shop orders are generated on a daily, weekly and monthly basis
- The right products are stocked
- The best deals are captured
- Better management of unproductive inventory

To find out more visit www.realchemistry.com.au

*"Since using iHUB™ and integrated ordering we've sold **1500 units of stock** that we didn't know our customers needed adding close to **\$6,000 in GP dollars**. iHUB™ makes our inventory management more efficient."*

– Dean Llewellyn,
TerryWhite Chemmart
Currimundi Markets QLD



*iHUB™ is supported by MINFOS and FRED.
Integrated Ordering is currently available through
MINFOS only.

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