

TerryWhite Chemmart iHUB™

Powering better business decisions.



 **TerryWhite
Chemmart.**

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



BuyBetter - to make intelligent ordering and ranging decisions



The BuyBetter platform from iHUB™ uses data intelligence to ensure:

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

2. Stocks the products that sell

- 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
- Has all your supplier deals in the one place
- Recommends adjustments to your order quantity to improve your discount
- Ensures you maximise opportunities during promotional periods by accessing discounts to improve margins
- Provides you with more information to help guide better buying decisions

4. Better management of unproductive inventory

- Helps you 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

BuyBetter has already generated more than \$3.6million in additional GP\$ since the program began in April 2019.*

BuyBetter 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

*"BuyBetter allows me to buy up appropriately on promotional deals and dial down orders when purchasing at a standard deal - it helps me buy at the **best possible price everyday driving additional GP\$** for my business."*

- Christine Timms,
TerryWhite Chemmart
Prospect Vale TAS

*Pilot program includes approx. 200 pharmacies across TWC network. Reporting period April 2019 - July 2020.



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