



“Webgistix has made fulfillment ordering more user friendly with real-time Web-based ordering, same day fulfillment, and real-time inventory reporting.”

—Jennifer DiClemente  
Senior Manager  
Marketing Operations  
Guilford Pharmaceuticals

# Success Story

## Guilford Pharmaceuticals Delivers Life Changing Marketing Materials through Webgistix

### At a glance

#### Guilford Pharmaceuticals Challenges

Faxed orders were disappearing into thin air and their marketing material stock levels suffered. Guilford Pharmaceuticals did not have the visual insight they needed into their inventory. The whole fulfillment process was taking too long. Guilford Pharmaceuticals needed a Web-based fulfillment system.

#### The Webgistix Solution

Webgistix SmartFill Web-based fulfillment system increased their productivity, delivering 24x7 access to view orders for marketing materials, check inventory information, and generate online customized reports.

#### The Results

Webgistix has made fulfillment ordering more user friendly with real-time Web-based ordering, same day fulfillment, and realtime inventory reporting.

Making a difference in people’s lives is the commitment from Guilford Pharmaceuticals. Discovering and developing novel products that are intended to offer new and better treatments for serious medical conditions has been the number one charter for this Baltimore-based company. Founded in 1993, Guilford Pharmaceuticals publicly trades on the NASDAQ under the ticker symbol GLFD.

Bringing solutions to patients and caregivers requires a dedicated, highly-trained sales team to target hospitals and the neurology market. With a geographically distributed sales team, Guilford Pharmaceuticals was running into a number of challenges with its literature fulfillment system. Faxed orders were disappearing into thin air and their stock levels suffered due to a lack of visual insight into its inventory. The whole fulfillment process was taking too long and the need for a Web-based system became a high priority for both the sales and marketing teams.

#### Guilford Pharmaceuticals gains insight and control over its business

Guilford Pharmaceuticals deployed **Webgistix SmartFill** Web-based fulfillment system to increase its productivity and gain insight and control over its business. Problems with orders for marketing materials not being received is no longer an issue. In fact orders are now

automatically followed up with both order and shipping confirmation emails. The Guilford team is now able to view orders, check inventory information, and generate online customized reports in real-time, 24x7. On time delivery is as critical as every other step in the fulfillment process, and Guilford Pharmaceuticals has seen a decrease in overnight shipments due to the location of the fulfillment warehouse.

90% of their sales teams can receive ground shipments within 3-4 days which has decreased overall shipping expenses. There is always a Webgistix representative available to answer questions, run reports, or fulfill orders if the Guilford sales team is unable to access the internet but needs to place an order. Once the order for marketing materials is placed, status is readily available on-line, real-time, directly accessible by the team through the Webgistix secure Web-based system.

**Webgistix delivers Smooth Fulfillment.**

# Smooth Fulfillment

## The future: Guilford stands at the forefront of medical innovation

Through their success in the United States, Guilford will become a sharply focused pharmaceutical company by 2008. The expansion into international markets to fulfill currently unmet medical needs in the area of metastatic brain tumors is one of the major focus areas for the Guilford team. Furthermore, AQUAVAN will be uniquely positioned to address a significant and expanding market for procedural sedation.

Visit [www.guilfordpharm.com](http://www.guilfordpharm.com) to experience demonstrated excellence in later stage clinical development and commercialization.

## About Guildford Pharmaceuticals

Guilford Pharmaceuticals Inc. is a pharmaceutical company engaged in the research, development and commercialization of proprietary pharmaceutical products that target the hospital and neurology market.

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## About Webgistix Corporation

Webgistix is a full service fulfillment company ([www.webgistix.com](http://www.webgistix.com)) helping businesses better manage their mission critical marketing supply chain operations through a proven range of customized fulfillment services and software. Founded in 1988, Webgistix global headquarters are located in Olean, New York. Webgistix also has sales and software development offices in New York, Singapore, Ireland and India.

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**—Jennifer DiClemente  
Senior Manager Marketing Operations  
Guilford Pharmaceuticals**



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