

MAXX

CHAIN MANAGEMENT AND ARCHITECTURE

1 MAXX chain pharmacy management brings you the enterprise wide connectivity across all of your pharmacy stores.

2 MAXX ensures full control of product and customer information and enables real time reporting.

3 MAXX supports the management and allows more efficient work routines, making it possible to gain competitive advantages by creating great end-customer experiences.



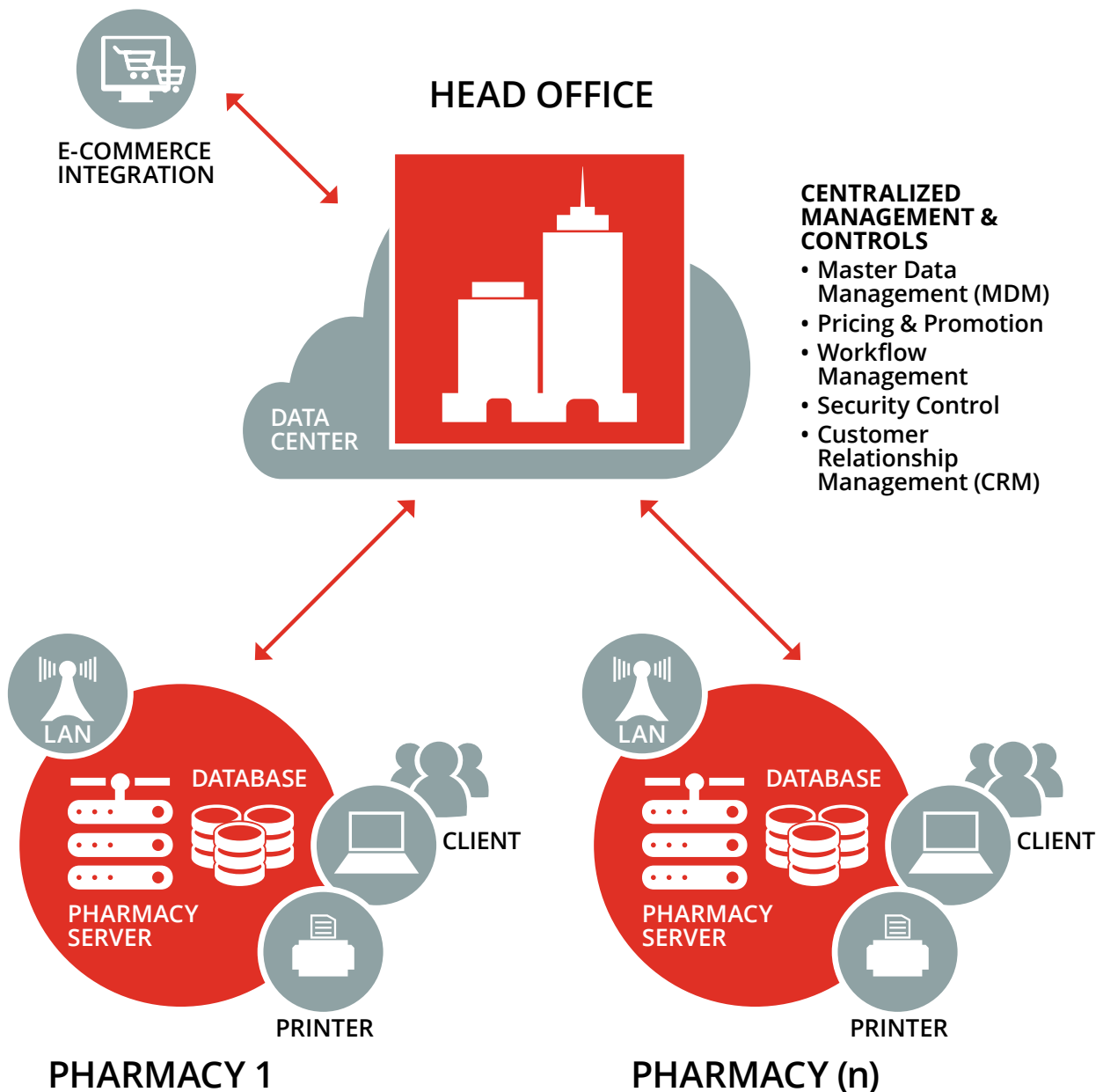
3RD GENERATION PHARMACY
MANAGEMENT SYSTEM

MAXX
BY RECEPTUM

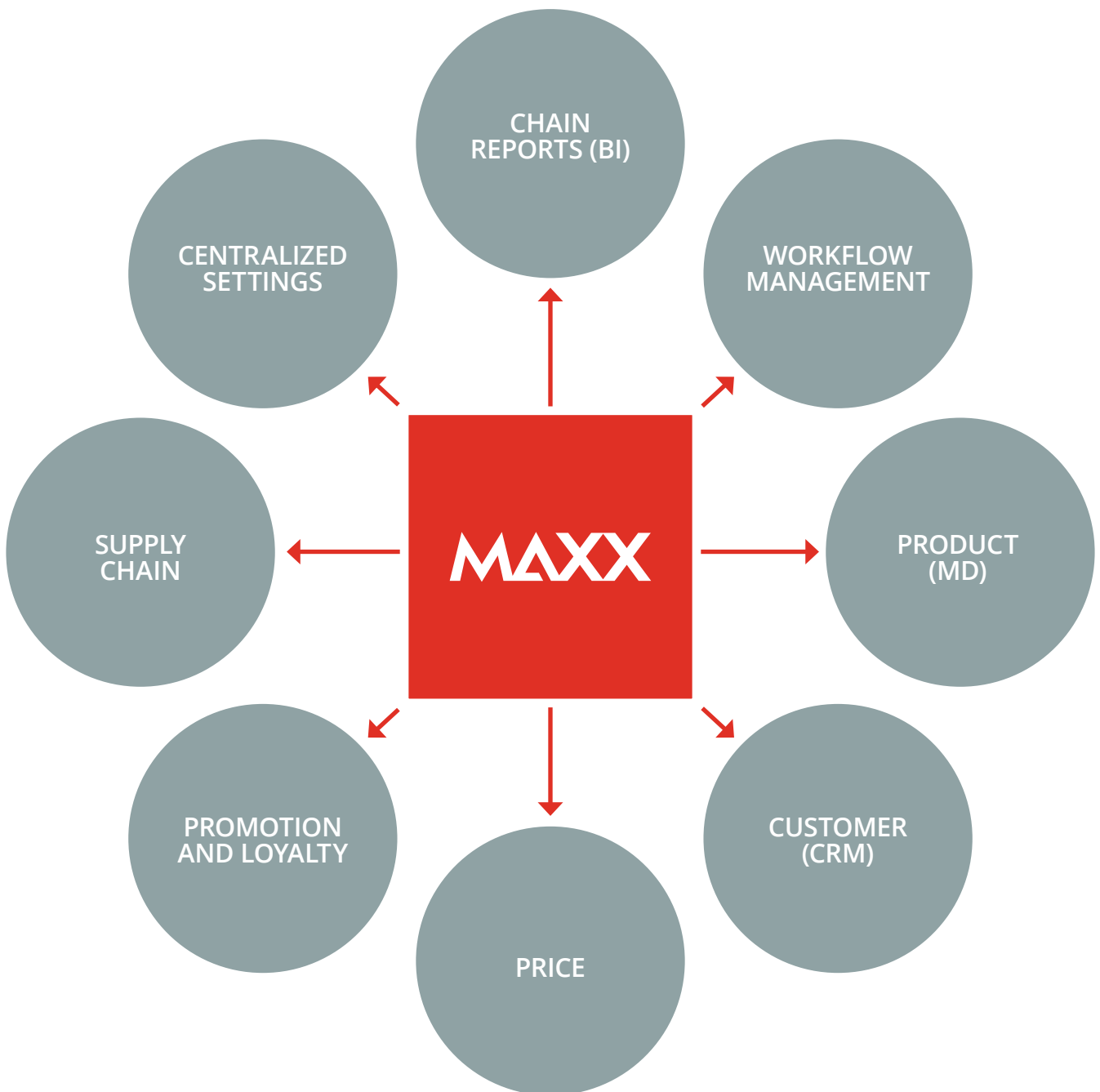
REAL TIME TECHNOLOGY

MAXX technology allows each pharmacy to work independently even if the in-internet connectivity is lost. Whenever the connectivity is restored the data is automatically replicated with head office.

MAXX replication streamlines business processes. Information and reports are available in real-time. The data is automatically replicated according to the data sending rules. This gives you ultimate control on what data should be replicated.



MAXX CHAIN MANAGEMENT



TECHNOLOGY & FEATURES



MAXX intranet ensures easy information sharing throughout the chain. MAXX user performance monitoring reports give the management tools to measure and lead customer service to desired directions. The comprehensive Task lists / management – system makes it possible to streamline and centralize work-flows.

Centralized Product MDM covers creation and management of master data like category, tax, price and supplier. Master Sdata can be distributed automatically to all pharmacies.

MAXX offers pharmacies the opportunity to provide customers with a high level of customer service by presenting necessary customer information at the right time. At the same time MAXX loyalty program is an effective way to in-crease customer retention and the average transaction amount – all while adding value to the customer’s shopping experience.

MAXX unifies prices across all the pharmacy stores. It is enabled through central price management features that gives control and tools in managing the selling prices.

Having active promotions and customer loyalty programs are inevitable for the success of pharmacy chains. MAXX chain solutions support wide variety of promotional offers which can be administrated and controlled from HO.

MAXX efficient supply chain management supports central and local purchase processes. It gives you the ability to respond to the changes in demand instantaneously. By leveraging technologies such as automated forecasting, pharmacies can significantly reduce out-of-stocks while supporting localized assortments.

All the settings like user options and security is centrally controlled. Thus it’s possible to have the same user account across the whole chain. MAXX is a secure solution. It gives you complete control of the software. You can authorize or restrict users based on their role to access sensitive data depending on your organizational needs.

MAXX offers a seamless solution to report and analyze financial, customer, inventory and transaction information on pharmacy level and to integration the master data with BI-systems. Reports can be exported to Excel/PDF/html documents.

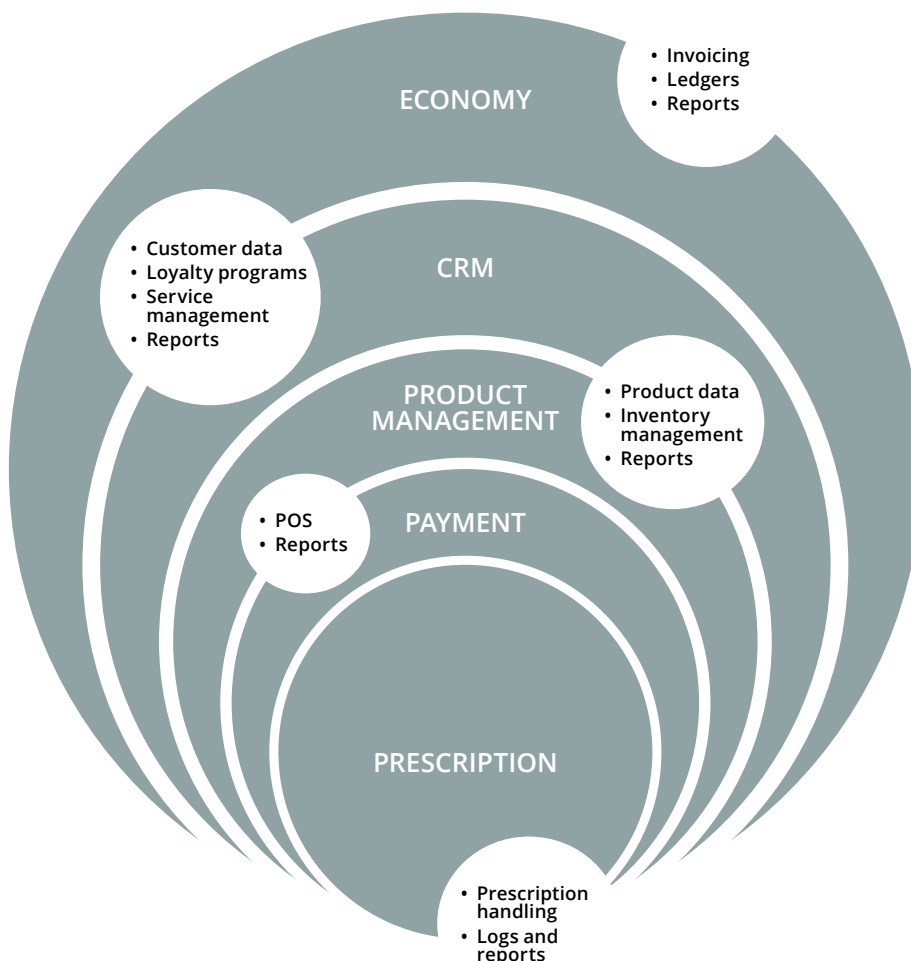


FEATURES IN SHORT

MAXX Chain Management has following features:

- Access location wise reports at head office
- Combine all locations in any report
- Centralized configurations and user administration
- Run and control loyalty programs and promotions centrally
- Maintain centralized customer data so that a customer gets an unified experience across the chain
- Maintain product master data for all pharmacy stores
- Maintain common core product range at head office
- Adjust local product range and stock level after demand
- Ensure effective workflow processes
- Share information across the chain

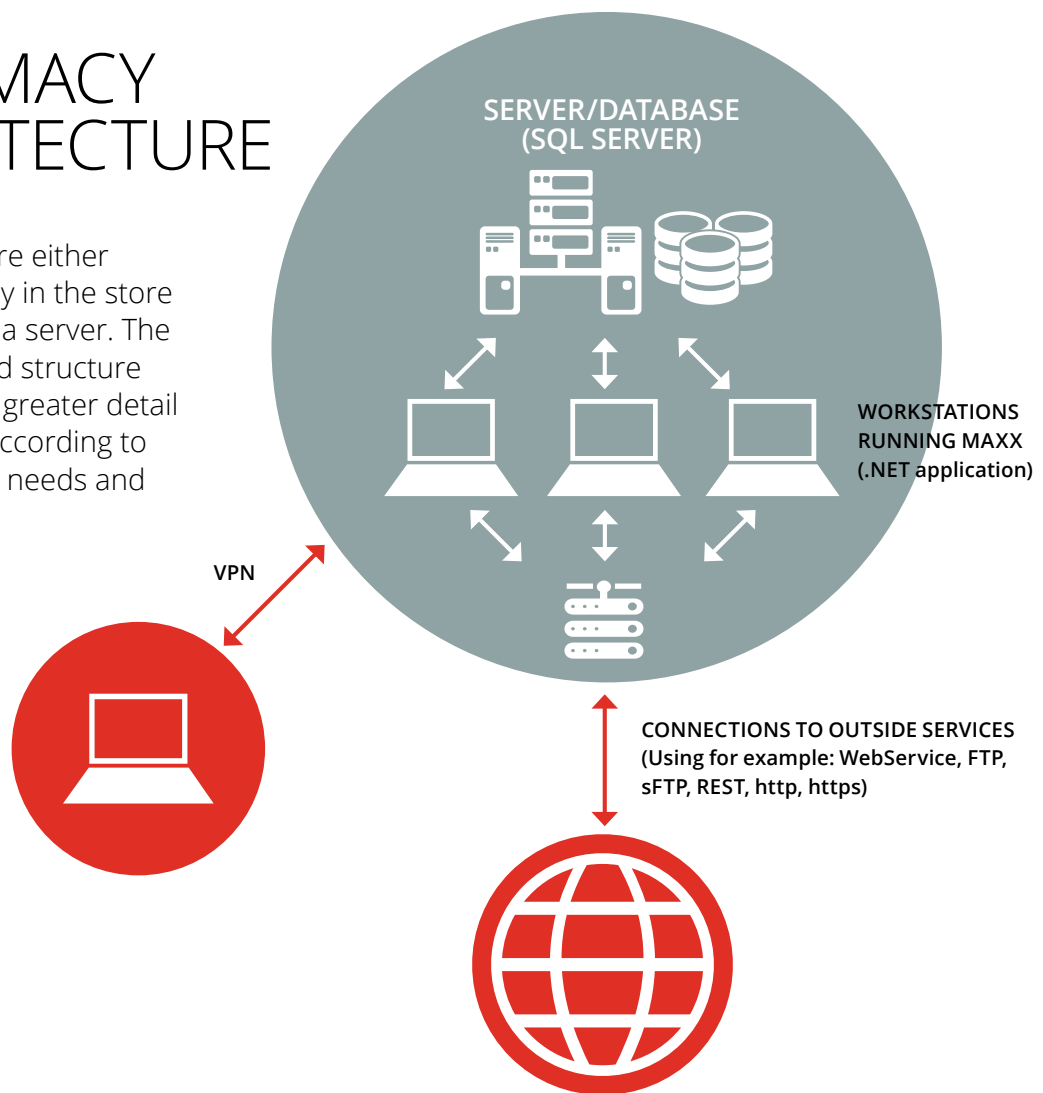
FUNCTIONALITY



MAXX consists of several seamlessly integrated functional modules. Combined they create a logic and robust system that is much more than the sum of its parts.

PHARMACY ARCHITECTURE

MAXX-clients are either deployed locally in the store or centrally on a server. The system size and structure are planned in greater detail case by case, according to the customer's needs and requirements.



REQUIREMENTS

SERVER

The server operating system is recommended to be Windows Server 2008R2 or later.

DATABASE

MAXX database runs on SQL Server. Supported versions are SQL Server 2008R2 and later. MAXX requires either a Workgroup or Standard edition. As a part of the chain management, parts of the database can be replicated either throughout the chain, or alternatively to be store a centralized reporting server.

WORKSTATIONS

- Workstations are "standard PC's" using Windows 7 or later as operating systems. (The system does not support the "Home" editions). The MAXX-client software is installed locally on the workstation.
- Display 19 "(1280x1024 resolution),
- Label printer (Zebra GC420 DT or a similar system approved by the supplier)
- Scanner Orbit ms-7120-41 / Gryphon I GD4430 or a similar system supplier

SOFTWARE ARCHITECTURE

DEVELOPMENT

Agile methodology is used for managing product development. TFS (Microsoft team foundation server) is used as a version control system which enables continuous integration and full traceability of changes in our software development. The development environment is Microsoft's Visual Studio 2013, the programming language is C # and the database management system is SQL Server 2014. The centralized installations are based on Microsoft's platform Terminal Services.

ARCHITECTURE

MAXX is based on 3-layer architecture. The user interface is presented to the end-user. The information that is presented in the UI is based on the user rights. MAXX engine is a bridge between the database and the UI. It collects raw data from UI, checks for validations, converts them to a standard format and finally sends them to the database. Similarly it collects data from the database, purifies it and sends it to the UI for display.

DATABASE

MAXX DATABASE CONSISTS OF THE FOLLOWING PARTS:

- Users and Roles
- Customer MD and sales/service transactions
- Product MD and inventory transactions
- Financial transactions
- Prescription transactions
- Constants and parameters

INTERFACES

Some interfaces included in MAXX:

ECOMMERCE

- Customer data retrieval and update (Web Service)
- Product and balance information (Web Service / csv)
- Prescription handling data display in web shop (Web Service)
- Purchase reports and receipts (Web Service)
- Import of orders from web shops (xml)
- Ledger file (csv)
- Product Recommendations / Wish list (Web Service)
- Service Cases (Web Service)
- Real-time balance inquiry (Web Service)

USER MANAGEMENT

- AD-integration

WHOLESALE ORDERS, ORDER FEEDBACK AND E-REFERRALS

- Web Service
- xml
- csv
- iScala

CAMERA SURVEILLANCE

- http / https

QUEUE NUMBER SYSTEM

- http

DOSE DISTRIBUTION

- Subscriptions (Web Service)
- Distribution shortcomings (Web Service)

CUSTOMER DATA RETRIEVAL AND UPDATING

- Pricelist Update
- Update of contact information from an external source
- Removal of inactive customers

RECEPTUM IN BRIEF

1985 First Pharmacy
solution launched

50+ Employees

30 Years of
experience

EUR 10+ Turnover
in 2014

450 Clients in
Finland & Sweden

2015 Established in
NORWAY

SOFTWARE HOUSE WITH MORE THAN 30 YEARS OF EXPERIENCE IN DEVELOPMENT OF SOLUTIONS FOR PHARMACIES, DOCTORS AND DENTIST OFFICES.

MAXX

PHARMACY
MANAGEMENT SYSTEM

FINANCE

SERVER - BANKING AND
DATA COMMUNICATION
SOLUTIONS

HELMI

DENTIST OFFICE
SYSTEM

MEDICUS

MEDICAL OFFICE
SYSTEM

RECEPTUM