

# Case Study

## Jointown Pharmaceutical Group Co., Ltd

» Based on PRIMERGY X86 servers, Jointown Pharmaceutical Group joined hands with Fujitsu to create a highly reliable distribution system as the most trusted safeguard for patients«



### CUSTOMER

Country: China  
Name: Jointown Pharmaceutical Group Co., Ltd.  
Founded: 1999



Industry: Pharmaceutical/Healthcare  
Employees: 7,421  
Total assets: RMB 8.1 billion (Around USD 1.3 billion)  
Revenues : RMB 21.2 billion (Around USD 3.3 billion)  
Website: <http://www.jointown.cc/>

### CHALLENGES

- Understand and meet the demands of hospitals and patients, provide safe first time availability of medicines, and help Jointown construct its pharmaceutical distribution system.
- High requirement for stable and reliable server systems placed at each hospital, to create the massive distribution system with each hospital linked.
- Coordinate each hospital' demands for medicine distribution and delivery to provide the best service for patients.

### SOLUTION

- Provision of IT hardware infrastructure platform solutions based on Fujitsu PRIMERGY TX100/200 tower servers and PRIMERGY RX300 rack-mount servers, plus IT infrastructure.
- This would cover nearly 10 districts and cities in Hubei Province.
- The solution would lay a solid foundation for further connections between Jointown Pharmaceutical Distribution's System and hospitals in other regions.

### The customer

Jointown Pharmaceutical Group Co., Ltd. ("Jointown"), established in 1999 and listed on the Shanghai Stock Exchange in November 2010, is a leading public company in the Chinese pharmaceutical market. The group has total assets of RMB 8.1 billion, and 709 retail and join-in chain pharmacies with 7,421 staff over 70 subsidiaries. Focused on wholesale and retail medicines and medical appliances, it also undertakes medicine manufacturing and R&D, as well as related value-added services. As one of the largest pharmaceutical distribution enterprises in China, Jointown is one of the only two Chinese enterprises possessing a nation-wide network for pharmaceutical business. This consists of 20 provincial level subsidiaries (large-scale pharmaceutical distribution centers), 25 regional distribution companies (regional distribution centers) and over 300 business offices (distribution stations). The result is a logistics distribution network that covers most of the county-level districts in China. It is also the only pharmaceutical logistics enterprise in China with the ability to independently consolidate its logistics planning, implementations, and systems integration.

### The challenge

#### Initiate connections with hospitals and patients

To better serve hospitals and patients at large, Jointown sought to initiate the specific construction of a Pharmaceutical Distribution System. In this way Jointown hoped that the systems in hospitals and its pharmaceutical distribution could be directly connected to meet the demand for a range of medicines, and serve patients without delay or stock outs.

#### High performance and reliability for the demands of a massive distribution system

To meet this goal, Jointown commenced construction of a corresponding IT system for use in all levels of hospitals in China. The plan is to deploy, over time, a server platform in each hospital to coordinate its demand for medicines and Jointown's pharmaceutical distribution system. But to fulfill such constant demands, the whole massive system will require uninterrupted operation. Jointown therefore had placed a very high requirement on the performance, stability and reliability of the mass server systems.

#### Compatibility and service ability become important indexes

As the construction of the IT system will be on a massive scale and carried out in stages, it could include large numbers of servers of various types and brands. So compatibility of servers was recognized as another important performance index. In addition by employing reliable IT infrastructures, Jointown hoped that the pharmaceutical distribution system would be able to better understand the demands from hospitals and patients in more precise ways.

**THE BENEFITS**

- The excellent performance and reliability of the Fujitsu PRIMERGY X86 server installations has guaranteed smooth and non-stop operation of the Jointown Pharmaceutical Distribution System
- The very high stability and reliability of the infrastructure has also coped with various emergencies and ensured on-demand supply of hospital medicines
- The standout compatibility of the Fujitsu servers has also ensured successful implementation of the Jointown Pharmaceutical Distribution System.

**PRODUCT AND SERVICE**

- Fujitsu PRIMERGY TX100/TX200 X86 servers
- Fujitsu PRIMERGY RX300 X86 servers

With this new ability to promote IT based medical service. Jointown will also be able to further improve its service quality and responsiveness.

**The Solution**

To meet the construction demand of Jointown's Pharmaceutical Distribution System, Fujitsu worked with its key regional partner to propose over 500 servers. These ranged from PRIMERGY TX100/200 tower servers to PRIMERGY RX300 rack-mount servers, and associated IT hardware infrastructure platform solutions. This would meet the various demands of the different scales of business. They would also cover nearly 10 districts and cities in Hubei Province. Importantly they would lay a solid foundation for further connections between the Jointown Pharmaceutical Distribution System and hospitals in other regions.

**The benefits**

**Design for excellent quality and performance**

After a long period of comparison and product selection, undertaken in the special economic zone of Shenzhen, just north of Hong Kong, Jointown finally chose the Fujitsu PRIMERGY x86 servers for its hardware infrastructure platform. These would support the terminal network of the pharmaceutical distribution system at each hospital. Fujitsu's PRIMERGY servers boasted a 17-year history of high quality engineering worldwide. This impressed Jointown, who believe that the Japanese and German manufacturing quality has enabled them to deliver excellent performance.

**A solid foundation for the pharmaceutical distribution system**

With products required to withstand earthquake activity common in Japan, Fujitsu had also paid high attention to the stability and reliability design of its products; equipping them with outstanding

disaster prevention abilities. Proven in Japan, the PRIMERGY servers were unique among their counterparts. At the same time, the excellent compatibility of the products was also essential and had been tested and proven to provide good support for the Jointown system. As a result, all these advantages enabled Jointown to lay down a solid foundation for the construction of its pharmaceutical distribution system.

**A massive logistics system with strong service ability**

With Jointown one of the largest pharmaceutical commercial enterprises in China, its solution features a pharmaceutical distribution system covering nearly all cities (of all sizes). In addition it supports a massive logistics system and large numbers of agents and partners. This has enabled Jointown specifically to commence construction of a closed 'network supported' pharmaceutical distribution system, with hospitals as the final links in the service. The result not only further improves its service quality and more closely meets each hospital's demand for medicines, but also achieves a step by step approach to implementation of logistics and forecast orders. These now meet each hospital's demand for drugs and medical products at all times.

**Conclusion**

Jointown's choice of reliable high performance Fujitsu PRIMERGY X86 servers, for the construction of its country-wide pharmaceutical distribution system, has given it the technical strength and performance to proceed further with IT based medical services in the public health industry. The reliability, stability and compatibility of the in-hospital systems has also ensured that Fujitsu PRIMERGY x86 servers have become an important link in their business growth and in the assurance of medicine availability.

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