

Functional: Bem Panvel

IPNET was important under the contribution of previous support offered to Functional so that it could gain constant proficiency in the cloud environment. The Google team was also fundamental in the debate on architecture, its scalability and cost.

The challenge

The drugstore chain Panvel sought Functional with the objective of developing a relationship and loyalty program with its consumers for the purchase of some medications. The "Bem Panvel" program give discounts based on the frequency of purchases. Based on the frequency of purchases of certain products, it enables discounts to consumers.

The solution

The project's premise was to design a solution that would meet the volume required to serve the Panvel Network. With each sale made, it would be necessary to check these simultaneous purchase requisitions, with scalability. Panvel wanted the existing integration to go through the new architecture.

The results

The results showed that there was an evolution in customer loyalty, with a 30% increase in adherence to treatments for chronic diseases. In addition to adherence and support in care, an increase of 78% in additional sales was noted, in addition to allowing customers to have access to generic drugs in their treatments, with the same efficacy, better price for the consumer and better margin.

“Functional looked to IPNET and Google for a strategic partnership to design a solution with a cloud-based, scalable and secure architecture to meet Panvel's business challenges in its relationship program for chronic patients, Bem Panvel.” ”

Bruno Machado, CTO



About Functional Health

Functional Health Tech is a data technology and intelligence company for the healthcare sector, offering digital solutions for the pharmaceutical industry, pharmaceutical retail, healthcare plan operators and brokers, developing an integrated work for the entire healthcare segment, through an intelligent system that involves millions of lives.

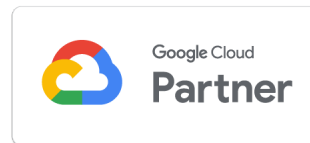
Industry: Healthcare & Life Sciences

Primary project location: Brazil



About METARJ SOLUCOES EM GEOTECNOLOGIA E DESENVOLVIMENTO DE SISTEMAS LTDA.

IPNET has the historical capacity to associate with its customers, creating an integration environment.



Products

Google Cloud Platform