

NEW ZEALAND BLOOD SERVICE

CASE STUDY

True North's effective solution ensures asset version control, secure supply & management of multiple users



AT A GLANCE

Challenges

- Specialist product needs
- Operationally critical range
- Limited product shelf life
- Huge variety of products
- A time poor HQ trying to support a regional network

Benefits

- Robust version & quality control
- Collaborative end-to-end support
- One source for all collateral
- Local area marketing campaigns
- Multiple storage sites ensuring business continuity



Give blood, save lives.

True North provide robust, quality, conforming products plus inventory management to ensure NZBS's precious life-saving blood products are traceable and never wasted.

Andrea Kidd

General Manager

OBJECTIVES

New Zealand Blood Service (NZBS) require a large amount of operational-critical printed material including specialised labels, clinical and marketing collateral. These printed products require strict version control and many have a shelf-life, expiry dates and sequential numbering that must be adhered to. They needed a partner who could both innovate & meet their needs regarding asset management, version control, business continuity and ensure time-critical changes are implemented quickly.

SOLUTIONS

True North provides NZBS with a robust single source for all their printed products and merchandise including specific operational-critical labelling for blood donor products, clinical forms and marketing collateral. The innovative online portal also facilitates marketing campaigns where donor recruitment collateral can be managed at a local level.

KEY BENEFITS

Benefit 1

True North source and supply over 200 product variables for NZBS ensuring cost-savings and minimising total cost of ownership. Version control and reorder levels are strictly managed as operational critical products cannot run out or expire. Sequential numbering ensures the product is trackable and storage in several locations maintains effortless supply.

Benefit 2

Robust quality control, pre and post-production checks and certificates of conformance ensure products meet the required high standards.

Benefit 3

The 'local area marketing tool' enables marketing collateral to be customised at a local level while providing a single source for a broad range of products and services from multiple suppliers.