



## CUSTOMER TESTIMONIAL: COTIFA

Market: Pharmaceutical wholesale distribution  
Use: Route Optimization  
Product: TourSolver for MapPoint

Interview with Mr. Venezia, Project Manager



[www.cotifa.it](http://www.cotifa.it)

### THE COMPANY

The COTIFA co-operative is a leader in the Italian pharmaceutical product distribution sector. Besides, COTIFA also provides about 1000 pharmacists with a wide range of pharmacy organization and management services.

### THE PROJCT

COTIFA's primary objective was to reduce their mileage. Using TourSolver, Cotifa wanted to maintain the best quality of service for its customers - something that is paramount in this business sector - while lowering logistics costs. The company started by improving the route schedules for about ten vehicles. The plan was then extended to a fleet of 25 vehicles.

### RESULTS

Thus, COTIFA saved up, and maintained a good services quality. "There was an immediate result; TourSolver enabled us to reduce our mileage by approximately 15% in the reorganized areas," explained Mr. Venezia, project manager. "It was essential for us to maintain our quality of service. TourSolver is a value-added tool that meets our customers' needs in terms of response, flexibility, and punctuality."

### ADVANTAGES OF THE SOLUTION

#### Ease of use:

According to M. Venezia, COTIFA easily used the software: "We were able to integrate TourSolver easily and quickly. Using this software program required no special IT skills."

#### Gradual implementation:

"We were able to start out with approximately 10 vehicles, and then expand the use of TourSolver to a fleet of 25 vehicles", explains M. Venezia.

#### Flexibility:

TourSolver helped COTIFA to improve its organization and response capacity: "TourSolver enables us to respond quickly to changes. It also allows us to maximize our resources and adapt them to company changes and growth".



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