

# CASE STUDY | PRUGEN, INC.

Controlling a connectivity network to nurture a wave of growth



PruGen, Inc. was founded with one vision in mind. That vision is to provide alternatives to higher priced branded products. With the cost of branded products soaring, PruGen, Inc. aims to provide low cost alternatives to brands that may not have generic alternatives.



## BENEFITS

- Fast-to-Deploy
- Flexible Integration
- Uninterrupted Migration
- Improved Visibility and Control
- Cost Savings

Discover more about the unique solutions UpNet offers by:  
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## CHALLENGE: TAKING BACK CONTROL OF A CONNECTIVITY NETWORK

As business grows, companies often become stuck in the ways and processes that they were founded upon. Often times these ways do not scale well to growth, and when a company goes through exceptionally large growth these processes can become cost-prohibitive and inhibit future expansion.

PruGen, Inc. was in just this situation. After utilizing an outsourced warehouse and distribution company that handled not only their product, but also their electronic connectivity, they found that the connectivity portion was becoming costly and prohibitive. To combat this, PruGen, Inc. knew it had to assert more control of the electronic connectivity to their customers, but they also did not want to make large investments into infrastructure or people to support it.

## SOLUTION: CONNECTIVITY ON-DEMAND

As the business growth continued, PruGen, Inc. knew it was time to take full control of their supply-chain network and customer interactions while keeping the financial burden in check.

Calling UpNet Technologies, a company well versed in connectivity and the technology companies require to meet their business process optimization goals. Utilizing UpNet Technologies' on-demand iEDeX platform, PruGen, Inc. was enabled with an electronic connectivity solution that met all of the current demands and increased PruGen, Inc.'s visibility and control. iEDeX manages all trading partner set up, communications, and performance management as an On-Demand Solution.

## RESULTS: SUPPLY-CHAIN VISIBILITY WITH FULL TRANSPARENCY

UpNet Technologies' fast-to-deploy connectivity solution enabled PruGen, Inc. to get up and running in the required timeframe without duplicating the service fees. The seamless transition led to no business disruption and ensured orders were still being fulfilled timely and accurately. The solution put PruGen, Inc. back into the center of their supply chain network and allowed them to manage communications from customer and warehouse to ensure a cohesive and cost effective supply-chain. They are now positioned to achieve their stated growth goals while satisfying customer demand and automation requirements.

Leveraging the On-Demand aspect of the iEDeX platform, PruGen, Inc. was also able to deploy the solution quickly and effectively to meet their growth demands without the time consuming and costly investment into IT infrastructure and people it would have normally taken. "UpNet's flexibility and commitments in assisting us to achieve our goal; their staff's dedication and keeping me engaged have been instrumental in this project success." Said Matt Raiff, VP Operations at Prugen.