



Keeping Pharmacies Up and Running When It Matters

How CDW and Cegedim RX built a partnership around agility, trust, and shared accountability.

Cegedim RX is a leading provider of pharmacy software and infrastructure solutions. Their customers range from independent pharmacies to large corporate groups, who all depend on Cegedim’s systems to manage dispensing, patient records, and daily operations.

In pharmacy environments, even short periods of downtime can disrupt dispensing, delay access to medication, and damage customer trust.

Over the past five years, CDW has been Cegedim’s primary hardware break-fix and managed operations partner, providing on-site engineering, parts logistics, and technical support that helps pharmacies remain operational when downtime directly impacts patient care.

In this time, the relationship has evolved from a support contract into a true operational partnership, with shared accountability for resolving customer challenges quickly and flexibly.



It was a no brainer to renew. Michelle’s constant proactiveness and agility to work closely with us with a pure customer centric approach.

**Kieran Daire
Head Of Service, Cegedim RX**

Challenge

The Challenge for Pharmacies

Pharmacy environments are unforgiving. Teams use tightly integrated systems that must function continuously to support the work of dispensing prescriptions and supporting customers. If this breaks down, the consequences are immediate:

- Inability to dispense prescriptions
- Automated dispensing robots go down
- Loss of access to patient records and histories

In short, pharmacies are unable to operate effectively – impacting revenue, workflow, and patient experience.

Pharmacies also work across a broad supported hardware estate. Cegedim’s customer-facing operations depend on servers, PCs, workstations, printers, and a range of peripherals, and components. With operations spanning hundreds of sites, Cegedim needs to respond fast if performance is under threat.

Generally, this entails a mix of on and off-site support. Approximately 85% of incidents are resolved remotely by Cegedim’s service desk, with the remaining 15% needing an engineer on site – delivered by CDW. These on-site incidents tend to be the most operationally disruptive – and those where a rapid response is most vital.

For Cegedim, rapid response is critical because pharmacy teams experience IT failures in real time, while continuing to serve patients at the counter.



Why CDW

Delivering Operational Support Beyond the SLA

Cegedim requires a partner with field engineering capability and the scale to act decisively across locations. CDW offers a nationwide field engineering network, an ecosystem of forward stock locations for rapid hardware deployment, and owned logistics infrastructure to quickly source and dispatch components.

According to Cegedim's Head of Services, CDW also consistently demonstrates a commitment to customer outcomes, regardless of whether a situation sits neatly in the scope of a service agreement.

CDW looks for the workable solution every time, adapting the approach to the needs of Cegedim and its pharmacy customers – helping more pharmacies stay open, dispense prescriptions, and support patient care.

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We don't refer to CDW as a third party – we refer to them as a partner.

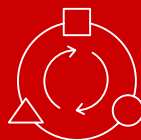
Kieran Daire
Head Of Service, Cegedim RX



What Makes CDW Different?



Shared ownership of customer issues



Flexible response beyond standard process boundaries



Proactive service improvement and operational visibility



How it works

Orchestrating an End-To-End Response

Resolving just one critical on-site issue may involve up to 15 people across CDW.



These include:

- Service desk teams that receive and log the incident
- Technical vetting specialists that triage and prioritise the fault
- Call control teams that coordinate deployment
- Parts logistics and warehouse operations that find and dispatch components
- Forward stock teams that support access to hardware near the customer site
- Field engineers who attend the site and carry out repairs
- Reporting and systems teams that maintain estate visibility

Rather than dispatching parts from a central warehouse, CDW's network of forward stock locations and pre-positioned inventory allows engineers to deploy with replacement hardware in hand to resolve problems first time.

This scale and coordination help CDW respond quickly when it matters.

While this coordination happens behind the scenes, the outcome for pharmacies is simple: faster resolution and reduced operational disruption.

~2,000

incidents managed each month by Cegedim

60-120

escalated to CDW each month

90%

SLA resolution target across incidents

Agility and responsiveness

Staying Ahead of Every Customer Need

The biggest test of a partnership is how it performs under pressure. In one incident, a major pharmacy customer experienced a failure in the server supporting an automated dispensing robot. During review, it was identified that the asset was not formally listed under the existing support contract. However, Cegedim has appropriate commercial cover in place with CDW for this type of scenario – an improvement introduced to ensure service continuity. Under this agreed framework, CDW sourced compatible replacement hardware, deployed a field engineer, and resolved the incident quickly to prevent costly downtime for the pharmacy.

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CDW's willingness to work flexibly around operational constraints has been phenomenal.

Kieran Daire
Head Of Service, Cegedim RX

With a proven willingness to adapt, CDW has regularly performed beyond SLA expectations, with engineers attending some critical sites within one to two hours of an incident being raised. Consistent hardware support outcomes feature prominently in service reviews with pharmacy groups – and directly influence customer retention for Cegedim.



Transparency and trust

Ensuring Transparency and Trust

A durable partnership relies on the quality of communication between CDW and Cegedim teams – particularly when things go wrong.

CDW prioritises honest, open dialogue and collaborative problem solving when incidents occur. This approach has realised significant operational improvements on both sides during the partnership.

“ Transparency in the relationship is so important – it supports the partnership more than any KPI.

Michelle Fenwick,
Service Delivery Manager, CDW

CDW brings together field engineering, technical vetting, service desk, and logistics expertise to support escalations quickly and clearly. That shared operational understanding helps CDW and Cegedim have honest conversations when issues need to be resolved fast.



Future focus

Where Next?

Renewal discussions have created an opportunity to further strengthen the foundations of the CDW hardware support service. One area of focus is asset visibility – implementing initiatives such as cleansing and validating the supported hardware asset list, improving lifecycle visibility, and establishing quarterly asset reviews.

This is designed to give CDW and Cegedim teams greater confidence in the scope and currency of the support estate – and enable more accurate forward planning for hardware approaching end of life.

“ Knowing your customer and how they work is really important – it’s what allows CDW to add real value.

Michelle Fenwick,
Service Delivery Manager, CDW

CDW is also working proactively to understand the direction of Cegedim’s business, to evolve service provision in step with customer needs. As the pharmacy sector continues to modernise, the hardware and infrastructure demands on Cegedim’s customers will change – and CDW is working to anticipate those changes and build the capability to support them.

Both organisations see the relationship as an evolving operational partnership designed to support future growth across the pharmacy sector.