



Metropolitan is the Pharmacy of the Future in Munich Airport

Opportunity

The pharmacy of the future requires new and innovative technology to support smarter ways of combating wasted time and money that result from daily operations. Metropolitan Pharmacy, which operates pharmacies in the Munich, Frankfurt, Berlin, Düsseldorf, and Hamburg airports, strives to represent a high level of expertise, a wide range of products, and service of the highest quality. This also includes the delivery of pharmaceuticals directly onto airplanes.



Solution

To maintain and enhance its high level of customer service, Metropolitan recognized the need to improve its ability to handle updates on products and prices without adding to the associates workload. So, Metropolitan Pharmacy decided to implement Displaydata Electronic Shelf Labels (ESLs) with partner **Delfi Technologies** in the Munich airport.

Results

The labels are linked directly to Metropolitan's ERP system, so when products or prices are updated in the pharmacy's system, changes are automatically reflected on the shelves throughout the store. This leaves more time for the pharmacy's associates to focus on a high level of consulting expertise, instead of spending valuable resources on time-consuming label changes.

In addition to saving time, Displaydata's ESLs provide greater flexibility to pharmacy designs. The displays are easy to change so that the pharmacy can show the exact information it wants, whenever it wants. When a product update comes through the system, the display will automatically pick the pre-defined design template.