



www.rowlandsparmacy.co.uk

Key Features

- Respected ePharmacy site – delivers advice, prescriptions and pharmacist-controlled eCommerce
- Powerful Content Management & Back Office System, based on Enigma’s advanced [Trinity system](#)
- Site exceeds industry quality standards, regularly audited by the Royal Pharmaceutical Society

Rowlands Pharmacy came to us needing an eCommerce site that would deliver the same quality advice and prescription service as their highly trained pharmacists do in-store.

We jumped at the challenge and, working closely with a dedicated project team from Rowlands, we delivered what's now an industry-leading [ePharmacy](#) system. This respected site offers automated pharmacy order checking; real-time advice from pharmacists; NHS & Private Prescription dispensing and a host of pharmacist-supported services such as weight management and smoking cessation. What's more, it's all supported by an enterprise-level back office system that lets Rowlands staff control content and orders at the touch of a button (or two).

Rowlands like us so much, we also delivered an interactive [Touchscreen](#) system for use in-store.

The Nuts & Bolts

- ePharmacy
- Online prescriptions
- Promo management and tracking system
- Meta-tagging & search facilities
- Content and User Management System
- Links to Rowlands' internal systems