

# 23andMe

## Grows Family Tree by Partnering with ALOM for E-Commerce Fulfillment

### Challenge

- Highly regulated medical market
- Complex fulfillment process
- Growth of international distribution channel
- Scalability to meet high demand

### Solution

- Serialized inventory and lot rotation
- Automated order management with real-time status reporting
- Individualized barcode order and result tracking
- Bicoastal B2C and B2B fulfillment
- Flawless genetic sample lab return process
- Optimized sustainable packaging

### Benefits

- Rapid order processing
- Under 48 hour delivery to 85% of U.S. addresses
- 99.99% order accuracy and on-time delivery
- Reduced packaging and shipping costs
- Scalable capacity to meet peak demand
- FDA registered fulfillment facilities and HIPAA privacy compliance



**ALOM delivers complex and highly accurate e-commerce order fulfillment services to 23andMe; a direct to consumer, DNA-based genetic testing service that provides individuals with health and ancestral information.**

23andMe was in full startup mode when first introduced to ALOM in 2007. The name 23andMe is derived from the 23 pairs of chromosomes in a normal human cell that combine to tell a unique ancestral story for each individual. The company began with a simple but revolutionary business plan to provide individualized DNA genetic test data that defines a consumer's ancestral composition. Accomplishing this objective on a global scale required the brainpower of highly experienced and innovative supply chain professionals.

23andMe initially contracted with ALOM to provide warehousing and inventory management. The relationship quickly expanded to include full end-to-end global e-commerce fulfillment. ALOM worked closely with the 23andMe DNA test kit packaging manufacturer to reduce the kit size to save on shipping and provide a more environmentally sustainable and rugged unit. ALOM then went to work refining and testing the e-commerce order fulfillment processes that tracks each DNA test kit via an individualized serial number and barcode.

*“Operational excellence is dependent upon real time feedback on performance. ALOM's ability to provide real time analytics enables 23andMe to make quick decisions and pivot when necessary.”*

Eli Fry  
VP of Operations, 23andMe

*“Each DNA test kit has a unique serial number that allows us to track it through inventory, fulfillment, all the way to our end customer and their specific DNA processing lab. This allows us to deliver a personalized experience for each and every customer.”*

Eli Fry, VP of Operations, 23andMe

### Quality-driven: ISO 13485 supply chain process expertise

Since 2007, ALOM has been ISO 13485 certified demonstrating process and quality compliance programs are in place that meet stringent internationally recognized requirements specific to the medical industry.

ALOM provides 23andMe with retail channel and direct-to-consumer e-commerce order fulfillment. ALOM implemented an integrated retail inventory and distribution system providing rapid response to fast changing retailer inventory requirements. To ensure every e-commerce order is delivered within 2 business days to 80% of contiguous U.S. mailing addresses, incoming orders are instantly routed to the ALOM fulfillment facility nearest the delivery zip code.

*“As 23andMe grew, it was critical to our success that we deploy a bi-coastal fulfillment solution. ALOM’s partnership on opening up the Indianapolis facility was paramount in that success.”*

Eli Fry  
VP of Operations, 23andMe

Every DNA test kit is traceable by serial number and barcode whether distributed into the retail channel or delivered directly to the consumer. Serialization is critical to ensure pinpoint supply chain visibility and consumer protection. When DNA test kits are received by the customer, instructions are provided for submitting their DNA sample and registering their unique barcode number so access to test results are securely controlled. Once submitted samples reach the testing lab and are processed, the results are posted to a confidential password protected and barcode linked web page where customers can view their test results.

### 23andMe E-commerce Fulfillment Results Achieved



Medical Compliance

**100%**



Ground Delivery Time across U.S.

**<48 Hrs**



DNA Specimen Lab Return Accuracy

**100%**

### Protecting end-user safety and data privacy

With multiple FDA-registered facilities across North America, ALOM can scale operations to fully and safely meet 23andMe’s growth and quality requirements. Equally important, ALOM is HIPAA compliant, guaranteeing 23andMe customer information and health privacy is always protected. ALOM is SOC 2 Type 2 certified, demonstrating the highest level of process and system e-commerce data protection and online privacy.

### A long-term and valued collaborative partner

Critical areas where ALOM has been a source of ongoing value to 23andMe are meticulous inventory management and scalable response. Lot control on test kit inventory requires careful storage, monitoring, and rotation. Inventory must be kept at a level to meet demand but not result in excessive stock. ALOM’s COMPASS™ system tracks inventory to meet projected order volume and has built-in inventory level alerts. The key for ALOM is having the processes and tools in place to plan for and quickly adapt to changing demand requirements.

Commenting on ALOM’s commitment to quality, the 23andMe Team stated, “ALOM’s commitment to customer satisfaction through prompt responses and demonstration of conformance to the quality agreement as well as maintaining compliance to their well-established quality management systems provide evidence of their value as a supplier for 23andMe.”