



## CASE STUDY

Launching at Scale: How Birdi  
Built a DSCSA-Compliant  
Wholesale Operation in Under  
90 Days with OneScan®



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# Birdi Wholesale built scalable, DSCSA-compliant operations with LSPedia's OneScan®

## **Smart Solutions** for a Connected, DSCSA-Ready Supply Chain

LSPedia's OneScan® platform, integrated with Birdi's ERP system, enabled Birdi Wholesale to launch a fully DSCSA-compliant wholesale operation in under 90 days. The solution streamlined serialization, verification, and EPCIS data exchange while simplifying warehouse workflows with single-scan processing.

### Fast Launch & Seamless Integration

- ✓ Wholesale operation launched in January 2026
- ✓ Integrated ERP systems and compliance workflows
- ✓ Implementation completed in under 90 days

### Automated DSCSA Compliance

- ✓ EPCIS transaction data exchange
- ✓ Product traceability and verification
- ✓ Secure data management through EDGE Warehouse Data Management
- ✓ Single sign-on (SSO) for efficient system access

### Single-Scan Inventory Efficiency

- ✓ Replaced multi-scan processes with OneScan single-scan workflow
- ✓ Faster warehouse operations
- ✓ Reduced manual errors
- ✓ Real-time visibility across inventory and shipments

**"I would recommend LSPedia to anyone I've interacted with in the pharmacy sphere."**

*Peter Fleck, Vice President of Operations, Birdi Pharmacy / Designated Representative, Birdi Wholesale*

**"Yes, I would, based on what I've known so far and the knowledge I've gained. The user-friendliness is fantastic. It's scan in and scan out—it's really that simple."**

*— Mark Rodríguez, Wholesale Operations Manager, Birdi Wholesale*

## The Business

BirdiRx Wholesale is a specialty pharmaceutical wholesaler located in Plymouth, Michigan that supports medication access and distribution through multiple channels. Birdi Wholesale launched in January 2026. Leading to the launch, Birdi selected LSPedia for a turnkey DSCSA-compliant workflow to support a dynamic, streamlined, and scalable operation. Birdi required not just a compliance solution, but an operational backbone capable of supporting long-term wholesale growth under full DSCSA interoperability requirements.



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“We were really looking for a collaborative partner that could help us in this new world of pharmacy with DSCSA compliance.”

— Peter Fleck, Vice President of Operations, Birdi Pharmacy / Designated Representative, Birdi Wholesale

## The Challenge

In addition to the broader regulatory and operational requirements facing pharmaceutical wholesalers under DSCSA, Birdi faced a set of challenges specific to launching their new wholesale operation:

- ✓ Launching a new wholesale operation requiring the integration of disparate systems in support of DSCSA-compliant processes
- ✓ Meeting a January 2026 launch deadline while navigating a go-live period that coincided with the holiday season
- ✓ Avoiding the inefficiencies of multi-scan inventory workflows experienced in their existing pharmacy operations
- ✓ Planning for future growth as their product catalog expands and transaction volume increases

Shortly after go-live, a new challenge emerged as Birdi encountered an unexpected drop shipment issue that had the potential to delay outbound shipments and disrupt the start of its wholesale operations. LSPedia’s support team engaged immediately and resolved the issue within 24 hours, allowing Birdi to ship successfully on January 2nd as planned.

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“The implementation process we did with LSPedia was really seamless. Our wholesale line of business was a new operation. We were standing it up from the ground up, so we really needed to rely on LSPedia’s expertise to stand up our new ERP software system and then integrate LSPedia into our process.”

— Peter Fleck, Vice President of Operations, Birdi Pharmacy / Designated Representative, Birdi Wholesale

## The Solution

All the challenges faced during the stand-up of Birdi Wholesale were addressed through four elements of LSPedia’s OneScan platform and service model – including the core EPCIS module, Verifier, EDGE Warehouse Data Management Solution and single sign-on (SSO) – to support convenient, secure and efficient operations:

- ✔ **Single-scan inventory processing with OneScan**

OneScan replaced the multi-scan inventory processes used in Birdi's pharmacy operations with a single-scan process that streamlines inventory handling without adding complexity for warehouse staff.
- ✔ **DSCSA-compliant operations with OneScan**

OneScan allows Birdi to meet DSCSA compliance requirements for product traceability, verification, and transaction data exchange as a seamless part of normal operations.
- ✔ **Delivery and partnership of LSPedia**

LSPedia partnered closely with Birdi to support the stand-up of its wholesale operation and to integrate OneScan with its newly implemented ERP system.
- ✔ **Responsive support of LSPedia**

LSPedia provided responsive, hands-on support throughout the implementation of OneScan and the early and ongoing operation of the Birdi wholesale operation.

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“One challenge we faced was a drop shipment, but LSPedia did a fantastic job. They helped us out within about 24 hours. We were able to receive our product and then complete our first shipment on January 2nd, so it worked out great.”

— Mark Rodriguez, Wholesale Operations Manager, Birdi Wholesale

## The Results

By addressing the operational and compliance challenges of standing up Birdi Wholesale, LSPedia enabled Birdi to launch with confidence and establish a strong operational foundation. With OneScan in place and continued support from LSPedia, Birdi operates efficiently, maintains clear visibility into inventory activity, and is positioned for future growth.

“LSPedia has been a great partner. With our wholesale line of business, they've made the process seamless for us when it comes to order processing,” explains Peter Fleck, Vice President of Operations for Birdi Pharmacy and Designated Representative for Birdi Wholesale. “Over the next three to five years for Birdi Wholesale, we plan to expand our drug catalog. We'll have a lot more transactions and a lot more data flowing back and forth between our wholesaler and pharmacy clients. There's also the potential to implement LSPedia in our pharmacy line of business for our physical pharmacies to help pare down our processes, make them more seamless, and really leverage LSPedia's OneScan product.”

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“What I really like about LSPedia is that we have monthly meetings with the rep. If there are any challenges, we can discuss them. They're very timely.”

— Mark Rodriguez, Wholesale Operations Manager, Birdi Wholesale

### See how LSPedia can streamline your operations

Contact sales at [trace@lspedia.com](mailto:trace@lspedia.com) | (855) 633-7226

## About LSPedia

As a pioneering SaaS provider founded in 2013, LSPedia has become a **global leader in pharmaceutical traceability and turnkey DSCSA compliance solutions**. The company has achieved significant recognition for its growth, innovation, and excellence, earning a spot on the Inc. 2024 Best in Business list in the Software-as-a-Service category, a spot on the 2025 Inc. 5000 list of fastest-growing private companies in America, and an RXinsider 2026 Pharmacy500 award.

