CASE STUDY

NONIN MEDICAL Medical Device Manufacturing

" After reviewing many systems, we discovered that Microsoft Dynamics met or exceeded the vast majority of the 1,200+ business requirements that we identified during our discovery process. "

Rick Trask, Director of IT

Physicist Phil Isaacson founded **Nonin Medical, Inc.,** in 1986 with three engineers. Nonin, (its name is inspired by the word noninvasive), set out with a goal to make noninvasive healthcare measurements more affordable and accessible. The team at Nonin accomplished this by developing revolutionary pulse oximetry technology that offered simple, robust performance in an easy-to use, portable device for a much lower cost.

Nonin is a medical device manufacturer and the inventor of the first fingertip pulse oximeter, still in worldwide use today. Nonin covers a vast amount of markets in healthcare, including hospitals, emergency, VA, government, military, veterinary, dental, homecare, OEM modules and integrated kit systems, making its business management needs complex.

In the past, Nonin utilized a financial package integrated to a separate manufacturing solution. Because of customer needs for EDI communication, healthcare exchanges, and supplier commerce, the products were no longer meeting its needs. Noncompliance fees for EDI from distribution partners were starting to add up to thousands of dollars a month. To prepare for future medical device industry standards from the FDA, GUIDID, Device Marking and other global requirements for device serialization and registrations, Nonin knew it was time to make a move.

Additionally, Nonin was running a separate system for its B-to-B and B-to-C ecommerce, as well as several systems for product lifecycle management, and needed a single, integrated system for both.

Fullscope provided an onsite analysis and requirements building session, and over 1,200 business requirements were identified. "To summarize these requirements, we needed a solution which would give our customers and internal users a better experience, and grow with us to support our business needs," says Rick Trask, Director of IT for Nonin.

"We probably spent about two-and-a-half years evaluating systems," says Trask. "We investigated many different types of systems. My experience over the last 20+ years has been with JD Edwards One World, SAP, and Oracle. These are all good systems, but we were looking for something that was a better fit for our business," continues Trask. "SAP and Oracle are overkill for our industry size and space—it takes an army to run them. More nimble companies like ours need a flexible, proven platform like Microsoft Dynamics." The Nonin team attended user group meetings, Microsoft briefing centers, and spoke with several Microsoft Dynamics customers to ensure that they were making the right decision.

Key Benefits

> Dynamics solution provides the platform to meet unique and stringent requirements of the Life Sciences industry

> Improved customer service through enhanced order processing functionality

> Provides EDI and healthcare exchange integration via Data Masons

> Improved price management for industry-specific agreements

> Advanced warehouse solution improves production orders, product release management, and data collection

> Boosted financial management with multi-company support, multi-warehouse support and tax integration

> Engineering CAD system PLM integration

> eCommerce integration

> Manage FDA requirements & Validation

"We realized that Dynamics, due to the complexity of our business, was the way to go," says Trask. The team at Nonin was impressed with the wide network of integration partners connected to Dynamics. "The perception is that having ISV solutions is a bad thing, because you are not using an 'out of the box' solution," says Trask. "But I feel as if the variety of different ISV options allows us to augment our Dynamics solution and add more functionality and power," says Trask.

With Dynamics, Nonin can further leverage its investment in Microsoft tools. "Because Dynamics is a Microsoft product, there's a tighter integration with tools like Excel," says Trask. "Why do so many mainstream ERP providers still strive to integrate with Excel? Users want data, and tools like Excel just plain work, and work well," continues Trask. In addition to tighter integration, the security model for integrated Microsoft tools maintain the defined data structure and security models from Dynamics. This empowers users to write their own reports, reducing the time and cost of the IT staff.

"The Fullscope team was well prepared from the start," says Trask. "They knew our industry, and had experience in Life Sciences," continues Trask. Fullscope's conference room pilot and learning track were helpful to Nonin. "Fullscope's 'sure step' implementation model was tailored to our business, ensuring success," says Trask. The Nonin team took advantage of Fullscope Dynamics development training sessions. "We rely on Fullscope to help apply ongoing, cumulative updates and hot fixes for Dynamics," says Trask.

"The support at Fullscope has been really easy," says Trask. "The transition between our sales rep and the implementation team was smooth. We've developed relationships with the people there."

"The biggest improvement we've experienced from implementing Microsoft Dynamics is a better relationship with our customers. Most of our orders are build or configure to order. Together with Fullscope, we created a new process called 'ship complete.' We now release orders for configuration into our production workflow lines. Once the items are built to order, and released into the WMS system, the sales order is automatically released to the warehouse for pack and ship. This has improved the ordering and customer service process. The project was really about the customer to begin with." – Rick Trask

Three weeks after implementing Dynamics with Fullscope's EDGE for Operations, which addresses critical quality and regulatory compliance requirements for FDA-regulated industries, OSHA, EFSA, EMA, HC, and more, Nonin faced an FDA audit. "It wasn't the regular audit, it was the three year audit," laughs Trask. "Luckily, we could handle the audit because we implemented Dynamics, along with EDGE for Operations, and OnShore Technology's Validation toolkit," says Trask. "With EDGE for Operations, we can now manage our CAPA non-conformance incidents."

Nonin is now providing EDI and Healthcare exchange integration, eliminating thousands of dollars in noncompliance fees each month. "In the past, we were unable to process EDI, and many of our customers were asking to communicate with us that way," says Trask. "We sell not just directly to hospitals or other types of consumers, we have a lot of markets we serve such as dental, and pharmacy, physician offices—a lot of distributors. Many of our core distributors and OEM vendors wanted us to use electronic data interchange for years," continues Trask.

In addition to improving customer relationships, Nonin saw vast improvements in internal operational efficiencies. "We improved our order process flow, now experience better warehouse manageability, improved data collection, and more," says Trask. "We moved from a paper process and now Dynamics provides us with purchase recs electronically."

THE MISSION AT NONIN IS TO PROVIDE A DIVERSE PORTFOLIO OF SIMPLE, NONINVASIVE MEASUREMENTS THAT LOWERS THE COST OF CARE AND EMPOWERS INDIVIDUALS AND CAREGIVERS TO MAKE BETTER DECISIONS. THESE SOLUTIONS ARE HIGH QUALITY, HIGH PERFORMANCE, AND EASY TO USE.