

**Fact:** Oracle is committed to the medical devices and life sciences industries, offering more than 30 products to address the specific issues these industries face.



“We have more than 500 suppliers worldwide and a network of 150 distributors in more than 100 countries, and Oracle E-Business Suite integrated them all into a value chain in just a few months. We share our mission with our customers, suppliers, and distributors: better service, higher quality, and faster delivery.”

—JOSE ANTONIO BAUTISTA  
Oracle E-Business Suite  
Implementation Leader  
SEDECAL

## Oracle Solutions for Medical Devices

As a medical device manufacturer, you need to remain price-competitive in a highly cost-sensitive healthcare environment—so two of your most critical business objectives are controlling costs and maximizing the probability of product success. As you seek surety in your strategic planning and look to innovate faster, real-time information that your extended virtual supply chain feeds you can reduce risk. To maintain profitability and improve marketing, sales, and service, you need efficiencies that can be shared with your partners, suppliers, and customers. To speed up the process of bringing a new product to market, and to minimize your organization’s exposure while doing so, requires collaborative activity, as well as efficient data management. Yet, security must be maintained and critical data is often scattered among a multitude of departments and databases, making it difficult to use and slowing the product development cycle. Oracle solutions enable you to form a single, secure repository of information to improve operational efficiencies.

### Oracle’s Information Applications

Oracle’s solutions for the medical devices manufacturing industry allow you to manage resources and costs across product development, clinical trials, manufacturing, marketing, sales, and service. They help you optimize your new product development cycle time, reduce compliance risk, and streamline business processes. Oracle’s ability to unify information from all systems (Oracle and non-Oracle) provides you with an information foundation derived from a single, consistent, shared definition of customers, suppliers, partners, products, services, and employees. What’s more, Oracle uniquely lets you store your transactional and analytical data in one system, so you benefit from real-time performance metrics, financial ratios, and customer details—information that rolls up across all departments, products, and geographies. Sophisticated analytical tools enable you to view the information in a context that helps you relate it to the decisions you need to make today.

### Improve Product Development and Manufacturing Efficiency

The project management involved with bringing a new product to market is complex. It requires continuous decision-making to meet expected delivery and financial targets. Making the best resource-allocation decisions as quickly as possible increases revenue and significantly reduces the cost of research, manufacturing, and sales. By focusing on the most promising products sooner, you can use staff and facilities more efficiently. Oracle Enterprise Project Management delivers the tools that facilitate more-informed decisions, enable more-accurate forecast management, and allow more-nimble change management, so participants and managers can focus on bringing a new product to market quickly and efficiently. Creating and managing an electronic device history record that complies with 21 CFR Part 11 and Part 820 can be achieved with Oracle’s electronic records framework.

Lean manufacturing techniques improve the synchronization of production with customer demand and supplier capacity. Oracle's information systems help reduce waste and redundancy and facilitate the adoption of lean principles. Real-time feedback on process performance against established objectives provides a foundation for continuous improvement. Sophisticated simulation of the path a product takes through the manufacturing process helps automate inventory flow and balance activities.

### **Reduce Risk via Process Validation and Compliance**

Medical device manufacturers must ensure that their products go to market with minimal risk. Oracle Adverse Event Reporting System is a comprehensive solution that helps conduct safety and compliance monitoring and addresses important elements of the 21 CFR Part 820 Corrective and Preventive Action (CAPA) required quality measures. Comprehensive capabilities for product-safety monitoring and compliance help you ensure that product complaints and adverse events are effectively managed. Oracle AERS can help you proactively monitor trends and gain valuable insight into differentiators that can help you plan, manufacture, and sell your next-generation products.

Globalization and increased regulatory-compliance and reporting requirements have increased the demands of clinical trial management. Oracle Clinical's remote data capture capability helps solve the never-ending problem of aged paper-based processes versus new electronic records-keeping standards. Paper-like forms are used to enter and store data electronically, and rules-based procedures ensure that data is checked as it is entered against standards established in Oracle Clinical. Discrepancies and inconsistencies are flagged and changes are captured in an auditable trail to help ensure the authenticity, integrity, and confidentiality of your electronic records. Oracle E-Records is a configurable framework for securely capturing, storing, inquiring, and printing electronic records and electronic signatures in compliance with government regulations, such as 21 CFR Part 11. Oracle E-Records lowers the cost of compliance by streamlining your ability to comply with regulatory requirements, through control and management of electronic records and electronic signatures.

### **Increase Marketing, Sales, and Service Effectiveness**

Continued success in the medical device industry requires creating tightly integrated cross-functional teams that can quickly usher a product from research and development to testing and product launch. Oracle Collaboration Suite brings together the essential components of collaborative productivity: Web conferencing, content management, e-mail, voicemail, and an integrated calendar. Oracle Marketing enables your

company to automate and accelerate the complete marketing flow—from analysis through execution to monitoring—with timesaving, workflow-driven processes.

Many medical-devices supply chains lack the integration of service and production data and processes, making it difficult to deliver the best, most rapid service at the lowest possible cost. Oracle's service solution enables integrated service planning and execution, ensuring a more responsive service capability. Predictive performance analysis can trigger the dispatch of resources and allocation of inventory to meet a projected requirement. Customer-consigned inventory and self-service repair order tracking help ensure responsiveness and satisfaction.

Oracle Partner Relationship Management helps organizations improve their sales effectiveness by allowing them to profile and segment their customers and partners to achieve better understanding of profitability. Oracle's profiling framework supports fixed attributes and derived information calculated from partner data and transactions. Powerful analytical tools give you an opportunity to understand how you can make it easier for your partners to sell, market, and service your products. You can work more closely with partners on collaborative forecasting, pricing optimization through tiered price discounts, and process rebates and charge-backs. Your resellers can share product and pricing information, sales tools, marketing programs, qualified leads, and marketing development funds.

Today's medical device industry is driven by a need for information integration. Oracle delivers an information foundation and the industry's most functionally complete set of business applications, built to perform together to connect and automate the complete flow of business information and processes. Oracle solutions for the medical devices industry can help you simplify your IT systems and streamline the flow of information to facilitate new product development, eliminate waste to achieve cost-effectiveness, reduce variability in manufacturing, meet regulatory challenges, ensure safety to minimize risk, and balance customer demand with supply.

#### **CONTACT US**

For more information, please visit  
[oracle.com/industries/life\\_sciences/meddev.html](http://oracle.com/industries/life_sciences/meddev.html)  
or call +1.800.ORACLE1.