

INFORMATION DRIVES INNOVATION



Bring Products to Market Faster and More Profitably

Medical device manufacturers must balance seemingly opposing goals: quickly and consistently introducing innovative products while remaining price-competitive in a highly cost-sensitive environment. Impossible? Not with Oracle medical device solutions.

“Life sciences customers now have a single-vendor product (Oracle) that can span their requirements for process enterprise resource planning, enterprise asset management, supply chain management, and product lifecycle management.”

Colin Mason

AMR Research, “Oracle Sets New Benchmark for Process ERP,” 2004

“The Oracle [E-Business Suite] system ties together all of our financial and manufacturing data. It has been instrumental in enabling us to reduce inventories and provides comprehensive, real-time information to monitor our business.”

Mike Parrilla

Vice President of Manufacturing
Hologic

In the medical device industry, product innovation is the primary source of financial return. But successful innovation requires a significant operational framework: manufacturers must keep pace with new medical technologies, competitive offerings, regulatory compliance requirements, and clinical demands. Oracle medical device solutions help you meet all your business challenges with a powerful combination of technology and comprehensive, preintegrated applications, including key functionality built specifically for medical device companies.

Optimize New Product Development

In recent years, medical device companies have significantly increased their research and development spending. Oracle solutions can help you best use these funds. Only Oracle offers an enterprise-level portfolio management solution that lets you align your portfolios of projects and programs with your enterprise objectives based on standard project criteria, project scoring and ranking, and what-if portfolio scenarios. Oracle helps you make

the best decisions, even in complex situations such as budget and strategy changes, mergers and acquisitions, and macroeconomic changes.

You can consolidate product information—such as product definitions, costs, margins, quality specifications, and manufacturing and service information—into a single hub with Oracle’s product catalog solution. Users across departments and supply chain partners can use shared information to securely collaborate on product definitions and changes, which helps decrease new product development time, improve product quality, and ensure regulatory compliance.

When your products are ready for clinical trials, you can rely on Oracle’s market-leading clinical applications to help you manage numerous trials in a regulatory-compliant manner, as well as handle all your clinical trial data needs. With Oracle, you can take advantage of the world’s leading customer relationship management (CRM) application to maintain a centralized trial management database that helps users around the world

Fact: All of the top 10 medical device companies run Oracle Applications and technology.

(Medical Product Outsourcing, "The Top 30 Global Medical Device Companies," 2006)

identify problems earlier and take corrective action sooner, thus reducing trial costs.

Improve Operational Efficiency and Streamline Compliance

Oracle offers the industry's most flexible and comprehensive mixed-mode manufacturing solution to meet the varied needs of medical device manufacturers. You can readily automate and validate every stage of the product lifecycle—from design concept to quality release. Oracle also supports efficient mass customization, build to order, and project manufacturing methodologies, so you can quickly and cost-effectively meet demand.

Oracle's flexible, enterprisewide quality management system lets you collect, distribute, and analyze critical quality data throughout your organization, and includes integrated 21 CFR Part 11 and Part 820 support. And Oracle helps you easily create and maintain regulatory-compliant device history records (DHRs) and device master records (DMRs) by offering the only enterprise-level solution that lets you collect electronic signatures by implementing prebuilt, operational system checks.

With Oracle, you can integrate and automate all key supply chain activities, from design, planning, and procurement to manufacturing and fulfillment. You can become more responsive by exchanging planning information directly with your customers and suppliers. Moreover, you can automate your replenishment and cut back on inventory costs by implementing best practices such as vendor-managed and consigned inventory.

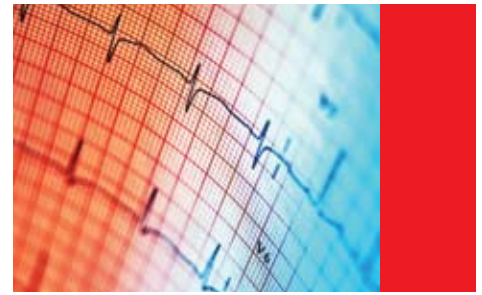
An effective and well-managed sales and operations planning process lets you balance supply and demand to achieve operational goals. With Oracle, you can cover all aspects of operations planning—from immediate response, to daily demand and supply changes, to long-term alignment of supply chain resources—so you gain profitable revenue and high customer service levels.

Increase Marketing, Sales, and Service Effectiveness

The more you know about your customers, the easier it is to ensure that each interaction increases customer loyalty and satisfaction. You can leverage Oracle's CRM technology to capture valuable information at every customer touchpoint and use it to enrich all future interactions.

Oracle offers the only sales force and marketing applications with built-in analytics for medical customer targeting. You can use these built-in analytics online or offline, so you can respond quickly to changing market conditions and maximize sales impact. And information collected during the sales process can be used in brand planning, so you can enhance and refine your marketing initiatives to identify and focus on the best product messages to strengthen your brand.

Oracle helps you dramatically improve customer service, productivity, and revenue by improving the quality, consistency, and speed of medical communication. Only Oracle offers inline analytics and real-time decision support, so calls can be routed based on



agents' training and expertise, and inquiries can be resolved quickly and accurately. You can capture detailed repair information using the only enterprise solution with integrated serial genealogy for comprehensive device tracking and recall management.

Moreover, Oracle solutions support corrective and preventive action (CAPA) processes so you can meet the 21 CFR Part 820 requirements for quality measures. Corrective actions can be generated from a product complaint, adverse event report, or any internal product issue finding. With Oracle, you can reduce time to resolution by effectively managing the entire corrective action process—including assigning ownership, determining root causes, implementing corrective and preventive plans, and notifying regulatory agencies.

Oracle's built-in medical device industry capabilities relieve administrative burdens and free your resources to prepare for the next product, so your company can continue to innovate and build a competitive edge.

CONTACT US

To learn more, call **+1.800.ORACLE1** to speak to an Oracle representative or visit oracle.com/industries/life_sciences

Outside North America, visit oracle.com/corporate/contact to find the phone number for your local Oracle office.