

# Oracle Accelerate Solutions for Life Sciences: Medical Devices

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# Oracle Accelerate Solutions for Life Sciences: Medical Devices

## ORACLE APPLICATIONS FOR SMALL AND MEDIUM BUSINESS

**“With Siebel CRM On Demand Life Sciences Edition from Oracle, we can easily track all the complex relationships that exist in our business. The system is delivering real results for us.”**

— Art Bertolero,  
CEO and President, ESTECH

## EXECUTIVE OVERVIEW

Medical device manufacturers face constant pressure to innovate, manufacture and sell more efficiently – even as they contend with unique and ever-increasing regulatory compliance requirements. Competitive pressures are immense. To stay ahead, companies are constantly exploring ways to accelerate product development, bring about efficiencies in manufacturing, and increase the effectiveness of sales and marketing investments while continuing to address issues around product safety and regulatory compliance.

## AN INDUSTRY OVERVIEW

Optimize new product development, improve operational efficiencies and streamline compliance, increase marketing, sales and service effectiveness – these critical business issues are impacting revenues, competitiveness, and profits of medical device companies.

To take timely and well-informed decisions, executives need to get answers to questions like:

- “How can I keep pace with new medical technologies, competitive offerings, and clinical demands to bring new products to market quickly and in a cost-effective manner?”
- “How can my organization meet the increasing regulatory compliance demands while improving product quality and ensuring product profitability?”
- “How can I increase the efficiency of my sales, marketing and service organizations to provide greater value to our customers and maximize revenue growth?”

The small and medium medical device businesses face issues that are similar to their larger counterparts. In addition, they need to compete with large enterprises while continuing to be nimble and differentiate their offerings. Small and medium medical device businesses face challenges of having silos of information systems, which limits their overall ability to address the challenges their business encounters.

To successfully compete firms need to implement business applications that enhance the ability to:

- *Optimize New Product Development* – 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. A comprehensive integrated application will help organizations:
  - Manage product development lifecycle and resources efficiently
  - Shortening new product development time and improve quality
  - Managing numerous trials simultaneously.

All this while ensuring that you are able to comply with regulatory requirements in a regulatory compliant manner.

- *Improve Operational Efficiency & Streamline Compliance* - Medical Device manufacturers are always under pressure to deliver products that are competitively priced. Even if a product is successfully introduced and promises profitability, there is always a risk factor. Risks can result from the inability to view business data globally, nonintegrated processes and failure to comply with regulations. There is a need to minimize risks, ensure compliance and avoid costly recalls right through the entire process of planning and procurement through manufacturing. Packaged applications with capabilities like electronic signatures, automated regulatory bookkeeping and agile manufacturing capabilities enable organizations to:
  - Implement lean manufacturing practices
  - Reduce operational costs
  - Streamline compliance & mitigate quality issues
  - Visibility, control and management across the extended supply chain.
- *Increase Marketing, Sales & Service Effectiveness* – Once products are approved, making them available to meet the growing demand, created by launch programs, is a top priority. Marketing, sales, and service chains must be highly synchronized to ensure effective fulfillment of real—as opposed to forecasted—demand. Continued success depends upon having the required processes and systems to be able to:
  - Improve physician segmentation and targeting for personalized and effective interactions
  - Enable cross-functional teams to work collaboratively
  - Improve quality, consistency and speed of communication

**“Oracle has been quietly expanding its Enterprise Resource Planning (ERP) products for Small and Midsize Businesses (SMBs). It has added vertical industry tools to E-Business Suite Special Edition, but it has also welcomed the old J.D. Edwards reseller channel and expanded the available market in which it is allowed to sell the World and EnterpriseOne product lines.”**

**—AMR Research,  
May 2005**

- Provide device tracking and recall management.

There is a critical need for medical device manufacturers to implement complete, easy to own, and industry focused packaged applications, to support the business.

## THE ORACLE ACCELERATE DIFFERENCE

Oracle has created Oracle Accelerate especially for small and medium businesses and government entities.

- Oracle Accelerate delivers simply priced bundles of applications relevant to your industry segment from across the Oracle Applications product family (e.g. Oracle E-Business Suite, Oracle JD Edwards EnterpriseOne, Oracle PeopleSoft Enterprise and Oracle Siebel);
- Oracle Accelerate delivers rapid implementation tools called Oracle Business Accelerators to help implement solutions faster;
- Oracle Accelerate provides implementation services delivered through Oracle Consulting Services or partners who specialize in your industry segment, to minimize startup time and risk.

Using a fixed-scope approach, Oracle Accelerate substantially reduces the complexity of more traditional, large-scale implementations.

Now you can have the right applications to manage your operations and data, at the right cost—so you can achieve real business value quickly while avoiding the expensive rip-and-replace costs of other inflexible, non-scalable solutions.

## WHY ORACLE ACCELERATE FOR MEDICAL DEVICE COMPANIES?

Oracle Accelerate for Small and Medium Medical Device organizations offers a comprehensive software solution that drives innovation, improves product quality & safety, supports compliance pressures, and enables customer centricity through automated operations and informed decision making. The Oracle Accelerate Solution for Medical Device incorporates best practices while maintaining the flexibility to support your evolving needs.

Oracle Accelerate provides a **comprehensive** and **flexible** solution – giving you a solution that meets your needs today and tomorrow.

- **Complete** – The simplest to the most complex business processes can be managed with one business applications footprint.
- **Integrated** – Take advantage of the leading industry capabilities without having to increase IT resources.
- **Scalable** – Start small, add and change as you need, without fear or uncertainty that you will outgrow your business applications.

Oracle Accelerate is **designed** and **built** for Small and Medium Medical Device companies.

Easy to Own Solutions

with Predictable Value

Industry Focused Solutions

to Meet Your Unique Requirements.

Complete solutions

to Meet Your Needs Today and Tomorrow

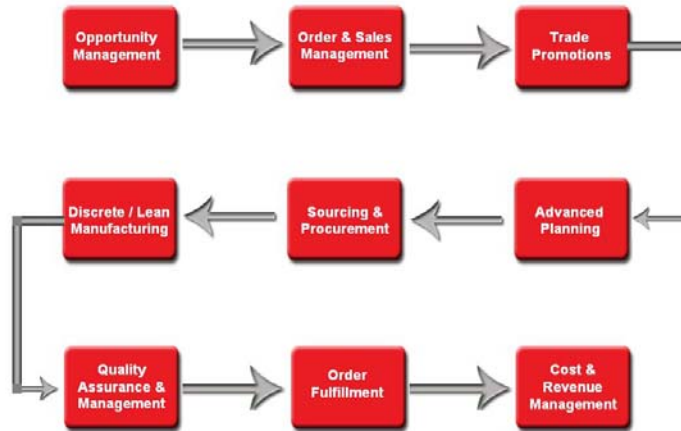
- **Rapid Deployment** – Applications, Business Accelerators, documentation, test scripts – all pre-bundled to meet your needs today and tomorrow
- **Best Practices** – Leverage best in class industry best practices developed by Oracle and our partners having worked with thousands of customers
- **Custom Fit** – Bundle solutions—you decide what you need and when you need it and incorporate your business practices during the implementation process.

Oracle Accelerate provides an affordable solution that is **easy to own** with predictable value.

- **Easy to Buy** – Simple and affordable packaged pricing
- **Easy to Use** – Applications and business flows easily configured to do business the way you do business.
- **Easy to Maintain** – Minimal IT overhead required for support. Stay on the upgrade path.
- **Easy to Adapt** – Solutions that allows you to decide what you need and when you need it

## BENEFITING FROM INDUSTRY-LEADING BEST PRACTICE BUSINESS PROCESSES AND DATA

Oracle Accelerate for Medical Device solution provides a baseline of standard processes, user-friendly setup utilities, master file records, end-user task views, roles, and security profiles. This baseline allows you to save time and money by providing a foundation upon which you can build your solution. The Oracle Accelerate for Medical Device solution includes the following Business Processes:



“With enterprise small and medium-size business (SMB) spending leading enterprise expenditure, winning the midmarket is a key component to Oracle’s future growth. Since its acquisition of PeopleSoft, Oracle has been quietly making investments in new partnership programs, product development, and branding initiatives around the JD Edwards assets. These initiatives and investments show Oracle’s intent to compete in the midmarket. With key partner successes in the past two quarters, Oracle is demonstrating that JD Edwards is still a viable contender.

Existing users should upgrade to EnterpriseOne 8.11 (the latest version) and the upcoming 2006 enhancements for JD Edwards World to take advantage of applications to be built on Project Fusion.”

—IDC,  
April 2005

## IMAGINE THE POSSIBILITIES

If you are interested in a rapid, low-risk approach, look no further. Oracle Accelerate solutions are packaged and delivered to be easy to own, industry-focused, and complete; just what you need, nothing you don’t, so you can start at just the right size—and price—for your needs.

**UNLIMITED POSSIBILITIES FOR LIMITED BUDGETS****WHY DO SMALL AND MEDIUM BUSINESSES CHOOSE ORACLE?**

- **Easy to Own** - A low-cost computing platform and rapid implementation reduce cost from day one.
- **Easy to Implement** - Tens of thousands of SMB customers make Oracle a market leader.
- **Easy to Use** - A single integrated software suite unifies systems, streamlines processes, and drives better business performance.
- **Easy to Manage** - A uniform business platform gives customers the freedom to grow, as needed, without expensive reimplementation.

**JUST WHAT YOU NEED – NOTHING YOU DON'T****RELATED PRODUCT AND SERVICES**

The following product and services are available from Oracle:

- Oracle E-Business Suite
- JD Edwards EnterpriseOne
- PeopleSoft Enterprise
- Siebel
- Oracle On Demand
- Oracle Consulting
- Oracle Support

**INFORMATION ACCELERATES**

Oracle is the leading vendor of e-business transformation services, providing technology and professional services to the world's leading e-businesses. Oracle Accelerate utilizes a fixed-scope approach, substantially reducing the complexity of more traditional, large-scale implementations. For customers interested in a rapid, low risk approach, Oracle Accelerate provides the opportunity to leverage world-class functionality at unprecedented entry-level value.

Oracle Accelerate delivers a complete set of applications, rapid implementation tools, and an extensive partner system, so that small and medium businesses can maximize their budgets and achieve real business value quickly. Utilizing a fixed-scope approach, Oracle Accelerate substantially reduces the complexity of more traditional, large-scale implementations.

For customers interested in a rapid, low risk approach, Oracle Accelerate provides the opportunity to leverage world-class functionality at unprecedented entry-level value.

Find out how Oracle can help your company optimize new product development, improve operational efficiencies and streamline compliance, increase marketing, sales and service effectiveness with Oracle Accelerate for Medical Devices..

- Learn more about Oracle Accelerate Solutions for Medical Devices, and customer successes at: <http://www.oracle.com/accelerate>



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