

Case Study | Marconi (Now Philips Medical)

“With The PrintBOS archive, our customers worldwide are able to enter the system 7/24 and receive all their purchase order documentation (as Order Confirmation, Invoices, Packing Lists, Airway Bills etc). This service dramatically improved our supplier/customer communication. Doron Bar-Natan, Marconi's IT Manager

MARCONI Medical Systems ISRAEL Ltd. is an advanced Medical Imaging Company which employs 300 workers; 50% of which are engineers. The company develops and manufactures mainly CT (Computerized Tomography) scanners for the global market. The company is a subsidiary of Marconi Medical Systems, based in Cleveland Ohio, USA. In addition to manufacturing and distributing high performance, state-of-the-art medical imaging equipment for both diagnostic and therapeutic use, Marconi serves as a subcontractor to other Israeli companies.

Business problems

Marconi is a global organization with headquarters and daughter companies worldwide. The organization has one production plant and over 15 daughter companies and distributors located worldwide. The communication of the sales force with the production plant is crucial for the smooth functioning of the organization. Time-zone differences (ten hours in some cases) between a daughter company and the production plant have created communication difficulties. Orders and shipments follow up; sending and receiving relevant documentation (as shipping documents and order confirmations) were not operating smoothly. It affected the daily operations and the reliability of the company. Furthermore, managers had difficulties receiving reliable updated information regarding orders and sales reports.

The project was defined and PrintBOS was chosen as the right solution for Marconi. In less than 3 months the system was operating. The PrintBOS installation and integration into the system took less than a week.

Business solutions and benefits

The solution involved creating an archive system available 7/24 worldwide. All relevant forms (order confirmation, invoice, shipping documents etc.) are saved to the archive as PDF files. All users can enter the archive, search for the required papers and print them on a local printer. The solution includes the PrintBOS and an E-Distribution Oracle-Web-Server (developed in-house). The PrintBOS received all e-forms generated by the company's BaanERP, operating in the production plant. PrintBOS then manages the routing of the e-Form to predefined destinations.

All e-forms are transformed into PDF file format and saved to the PrintBOS archive. Every e-form is simultaneously sent to a predefined printer if a hard copy is requested. The E-Distribution Oracle-Web-Server enables authorized users to define a query, which receives the required PDF filenames from the BaanERP database. The user can view and print the e-form that is retrieved from the PrintBOS archive.

PHILIPS

»» business challenges

- Creating one source for shipping documents and order confirmations
- Forming a reliable, available information source for orders and sales reports
- Reduce office personnel attendance (overtime)
- Cut costs on faxes and phone calls
- Elimination of errors involved in the manual operations

»» Achieved benefits

- Overtime for transatlantic conference calls conferences were reduced dramatically
- Shipment procedures become smooth as a result of the documents availability
- Customer service was improved
- Costs were reduced and productivity was increased
- High level of employee satisfaction