



Synthes Asia Pacific

Solution Overview

Industry

Medical Device Distribution.

Business Need

- Need to configure multiple integrations to and from GP without writing code.
- Need to import large volumes of take on balances.
- Need to automate intercompany transactions without changing business processes
- Need to generate transactions within GP based on data contain in GP and from external sources.

Company Profile

Asia Pacific distributor of medical devices, with complex inventory and kit management requirements
www.synthes.com

Benefits

- Automation of multiple integrations, from many sources.
- Reduced Cost of Development through user configurable tools
- Integrations run 30+ times faster than traditional means.
- Ease of error handling when integrations fail

Software Used

- Microsoft Dynamics GP
- eXtender Enterprise
- SmartConnect

The Company

Synthes are a global organization that develop, produce and market instruments, implants and biomaterials for the surgical fixation, correction and regeneration of the human skeleton and its soft tissues. The Australian and New Zealand offices rolled out Dynamics GP in 2007. "Being a subsidiary of a multinational one of the key requirements in our selection process was the ability to integrate data from multiple systems into our ERP solution".

Synthes initially chose SmartConnect as the ideal tool for importing the weekly updates to the stock and pricing files that were received from their European parent organization. "While SmartConnect was employed for this specific job, we soon realized that it could do so much more and has become integral to the way our entire system operates" explained Donna Whiteley (Project Manager and Business Analyst).

Take On Balances

Donna explains how SmartConnect helped, "As a distributor of small and complex parts, we have a very complex inventory environment that has over 26,000 SKU's, more than 200 warehouse locations and a complex Set/Kit environment. We have more than one thousand sets, with hundreds of components in each and these are stored at our client locations as well as our warehouses.

The first integration run of master files took 3 days to complete, and we quickly realized that traditional methods of integration were not going to work. We then applied SmartConnect to load our starting positions and found we could import within an hour, the same data that was taking days to import otherwise. Having the system unavailable at 'Go Live' for more than 'overnight' was not acceptable to the business and SmartConnect was the only solution we found that would fit within our schedule"

Intercompany

The first phase of the project involved rolling out Dynamics GP to our companies in Australia and New Zealand with 12 month plans to roll out into 10 separate locations within the Asia Pacific Regions. A key requirement was to make the dealings between the related companies as streamlined as possible. Synthes looked at a few different intercompany modules, but nothing covered the functionality required. The key things we required was:

- General Ledger account Codes were kept in Synch across all databases
- Inventory files and pricing needed to flow from our Master company to the subsidiaries

Solution Provider



- Purchase Orders placed from New Zealand on Australia, needed to integrate automatically into the Australian Sales Order System.
- In Return when a Fulfilled PO was shipped to NZ, we needed the PO to auto receive all the serialized items

"Without SmartConnect for uploading our take on balances we would have had to close the business for 5 days, which was not an option"

SmartConnect was used to achieve all of the above through its flexible mapping from one SQL database to another. The matched table functions means that SmartConnect knew how to connect the tables together without any input from us ... "the staff were amazed that within seconds of issuing a purchase order in Auckland, it was being picked in Australia. SmartConnect has enabled us to truly streamline our business entities and will be crucial as we continue to roll out Dynamics GP globally".

Regular Imports

There are a number of regular integrations that that need to be imported on a regular basis, and SmartConnect is used for all of them. Synthes receive inventory updates from their parent companies on a regular basis in a text format. PO Receiving documents are also received regularly as txt fields that have been exported from the Parent companies SAP system. These files are passed through SmartConnect for importing into GP.

"SmartConnect allowed us to streamline both our NZ and Australian operations by building direct integrations"

With a complex inventory structure Synthes have adopted a custom sales quoting system that provides the ability for the sales team to build complex configurations and determine the sales price on a particular deal. Using real time integration via SmartConnect, when a quote is approved in the quoting system it is pushed to SmartConnect and appears as a Sales Order in GP within seconds.

Transaction Generation

"When we implemented our new system, one of the key requirements was to reduce the manual and repetitive tasks performed within the accounting team", explains Donna. The business problem we started with was how to ensure the sale of consignment goods ended up in the right spot in both the P&L and balance sheet. "Without any external assistance we were able to configure a SmartList that displayed all sales of goods that had been on consignment. At the end of each day SmartConnect reads the records straight from the SmartList, summarizes the data and creates journals to move the transactions from sales to prepaid revenue in the balance sheet. Our accounting policy is that we are only able to recognize the sale when the cash is received, so we were able to build another SmartList of all cash applied to a consignment invoice, and daily SmartConnect moves portions of the revenue back from the balance sheet into the P&L.

"We have eliminated manual tasks every day, by automating journals that are now magically created without any human intervention"

We are now reviewing all our processes to see where we can use SmartConnect as a transaction generation tool. Any rule based journal, order, invoice or voucher we create is being reviewed to determine if we can automate it with SmartConnect."

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Synthes have used SmartConnect in many different ways, and have been able to build all of these functions in house, as Donna exudes "it can do almost anything and with limited training we were able to build the integrations and then expand on this to solve many other business problems ... We have always been happy with Great Plains but SmartConnect has taken our overall system satisfaction to a new level".

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