

Sounding Off on ERP/CRM Software



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■ The Company

Sound Surgical Technologies, headquartered in Louisville, Colo., manufactures ultrasonic devices utilized in aesthetic body contouring procedures. In 2002, the company received FDA clearance for its VASER (Vibration Amplification of Sound Energy at Resonance) LipoSelection® technology, and to date more than 30,000 procedures have been performed using their patented surgical system.

Michaela Higgins, Sound Surgical’s Corporate Controller, offers her perspective on what the company stands for: “Sound Surgical products reflect an emphasis on science and quality. We provide advances in both technology and technique designed to promote precision and efficiency for both the patient and physician.”

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- Michaela Higgins
 Controller, Sound Surgical

■ The Challenge

As aesthetic surgical procedures become increasingly safer in the modern era, and in turn more mainstream, Sound Surgical has seen an increase in demand for its innovative VASER products. They fill hundreds of orders per month, and needed an ERP system that could not only aid in managing inventory, but that could help them ensure compliance to industry standards on each and every item and could keep up with the growth of the business.

While they manufacture their products to stock, most of the items must be customized according to customer specification upon receipt of each purchase order. Sound Surgical needed an integrated ERP software solution that could handle constant product customizations and improve overall efficiency while doing it.

■ The Solution

After an extensive search, Sound Surgical went for the SYSPRO integrated ERP/CRM solution. “The robustness of the SYSPRO manufacturing solution was a key factor in the decision to go with SYSPRO,” Higgins says. She also notes that management was keen on the idea that ERP and CRM were totally integrated.

Higgins also underscores that because the company is FDA-regulated, the Lot Traceability function was critical in their decision. “SYSPRO ERP and CRM software are instrumental in our ability to comply with FDA reporting require-

■ AT A GLANCE ■

COMPANY

Sound Surgical Technologies

INDUSTRY

Medical Device Manufacturing

NUMBER OF EMPLOYEES

30

THE CHALLENGE

- Strict FDA regulations
- Ever-changing industry
- Rapidly growing business, domestic and overseas
- Inefficient inventory control
- Excessive production costs
- Small business budget

SOLUTION & SERVICES

- Compliance-facilitating ERP system
- Lot Traceability
- Scalable to growing business
- Fully integrated system
- User-friendly CRM
- Receiving and inspection functionality
- Affordable solution

THE BENEFITS

- Increased operational efficiency
- Improved visibility into inventory
- Easy introduction of new products
- Increased planning accuracy
- Enhanced forecasting abilities
- Reduced production costs
- Improved customer relationships through CRM
- Streamlined compliance efforts
- ERP expands with global sales and growth





ments,” she says. The SYSPRO Lot Traceability module allows lots to be traced by stock, lot and serial numbers, from source components to subassemblies and final assembly.

In addition, the SYSPRO receiving and inspection functionality help to further facilitate Sound Surgical’s quality standards. As Higgins says, “We cannot pull inventory into our warehouse until it has been inspected.” SYSPRO helps them to easily maintain inspection history, and ensures that the excellent quality of their products is never compromised.

■ **The Result**

Today, SYSPRO is part of the everyday operations at Sound Surgical – more than 30 employees utilize SYSPRO ERP

and CRM on a day to day basis. Higgins says that the company now has access to a lot of information “at a glance,” and that the multi-level kitting and trial kitting are very helpful in determining if sufficient inventory or sub-assemblies exist to make a completed product.

The software is not only helping the company to increase efficiency in operations but it is enabling them to reduce certain costs. With better visibility into their inventory and better tracing abilities, they are able to sustain a compliant business in a very challenging industry and make preparations to stay competitive in the future. Higgins says SYSPRO is a great business tool for Sound Surgical and that they are continuing to learn how to leverage all of the functionality and uncover additional benefits.