



## GDSN AND UDI CASE STUDY



### THE COMPANY

B. Braun is one of the largest medical device manufacturers in the world and a leader in infusion therapy, pain management technology and support services. The company operates in 64 countries throughout Asia, Europe, North America, the Pacific Rim and South America.



### THE CHALLENGE

The company needed to support and grow their ecommerce business across 60+ countries with an expanding list of products. Doing so meant they needed a way to create, maintain, validate and distribute accurate and complete product information to their customers and consumers. They needed a proven Product Information Management (PIM) solution that aligned with GS1 Standards and serve as a 'trusted' source of truth.

In addition, product information needed to synchronize with trading partners via GDSN data pools such as atrify, GHX and National Product Catalogue (NPC).

The company was faced with several challenges in achieving this overall goal:

- Master data standards were inconsistent
- Product catalogs required excessive resources to publish and maintain
- Data was not synchronized with customers and regulatory agencies



*We were at risk to miss the UDI Class II deadline of September 2016 and our team in Australia suggested Innovit. After an extensive RFP process involving numerous solutions, the path forward was clear.”*



## THE SOLUTION

B. Braun researched a variety of PIM solutions during the RFP process. The solution had to be user-friendly, highly configurable by super-users and provide multi-lingual support. Additionally, B. Braun had several key requirements:

- Highly extensible master data model
- Certified GDSN connector - "out-of-the-box"
- FDA approved GUDID connector - "out-of-the-box"
- Data validation and reporting - "out-of-the-box"
- Fast implementation to comply with FDA's UDI regulations and GDSN.

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**These factors led B. Braun to select Innovit's cloud-based PIM solutions for UDI and GDSN compliance.**

## THE RESULTS

Implementation was rapid. Within eight months from project kick-off, the company was able to submit data to the FDA's GUDID system, meeting the GDSN MjR3 May 6th deadline. Shortly thereafter, Innovit extended the system to support three different data pools around the world – atrify, GHX and NPC (National Product Catalogue).

The scope widened as B Braun implemented Innovit's PIM, enabling integration with their SAP ERP system for source data. Since the initial go-live for regulatory compliance with US FDA, the cloud-based solution has been deployed to US, Canada, UK, Netherlands, Australia and New Zealand, with the goal of adding remaining markets in France, Germany, Italy, Spain and Switzerland in the near future.



With a Global Template for data syndication configured, B. Braun's team can publish data to a new market with minimal incremental cost. They can perform cost efficient data syndication and eCommerce without relying on expensive consulting services typically required for localizing data attributes and manually converting content. No other PIM and GDSN solution can deliver such results.

*“ We expanded to the UK and Netherlands market at fraction of cost when compared to our initial efforts in America and Canada, resulting in a net savings of more than 85% per market.*

*Innovit helped us overcome so many challenges by allowing us to implement a 'global system and unified process that's fully integrated with our internal systems.'”*

## CONTACT US

Find out how Innovit can assist with Bringing quality to Master Data!

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