

# Fast, rewarding one-stop shopping for replacement medical parts



"We have introduced omnichannel product management, cut the number of people managing product data by a factor of three and can now update thousands of items in seconds."

- Brian Thomas, Director of Application Development, PartsSource

Don't let the name fool you. While medical replacement parts are at the core of its business, PartsSource has reinvented clinical parts procurement with intelligent, innovative technology and workflow solutions. The company is the leading provider of replacement parts solutions for healthcare and records more than \$100 million in annual sales.

Being a one-stop-shop for more than 82,000 clients comes with a unique set of challenges. Historically, the Customer Service Center was the primary sales channel for PartsSource where customers were provided quotes over the phone. According to Brian Thomas, director of Application Development at PartsSource, that had to change. "Our goal was to be the first in the industry to launch a comprehensive eCommerce catalog across all manufacturers of medical equipment," he explains. "Armed with this, PartsSource would be poised to deliver rich product information and support faster customer service—whichever channel the customer used."

The challenge for PartsSource was magnified by the scale of the product data, which spanned more than 260,000 stock keeping units (SKUs) across multiple systems. "Until recently, we relied on a home-grown item master, photo manager, category mapper and model manager—along with Excel. All have important product implications, yet none were synchronized," says Thomas.

The problems didn't end there. Without significant new investment, PartsSource didn't have the resources to manage the fast-growing portfolio of product data across these different systems. "We were bringing in people from other departments to help update existing products and launch new products," says Thomas.

For example, it took a team of seven people two hours to update 1,000 products. Product data was managed by numerous departments on an 'as needed' basis, with no access control or defined process. The only way to scale was to hire more employees—and that's expensive.

## PARTSOURCE®

### Overview:

By acquiring, managing and publishing accurate product information to all channels, PartsSource is experiencing double digit revenue growth. Customers receive prompt, expert service and supplier relationships have been transformed.

### Business Needs:

- Introduce an omnichannel marketplace for medical replacement parts
- Make it easier for customers to choose and purchase 3.5 million part options
- Increase efficiency—especially resource management
- Manage a supply chain of 6000+ suppliers more consistently

### Challenges:

- Manage growing scale of more than 1 million SKUs across multiple systems
- Overcome lack of synchronized product information
- Excessive resources allocated to product management

# Unleashing information potential

A next-generation product information management (PIM) solution is unleashing the potential of PartsSource's product data. Informatica MDM – Product 360 introduces a high quality, authoritative view of the entire 3.5 million medical replacement parts product portfolio and the relationships between them. That single view is also common across whichever channel the customer uses to transact with PartsSource: the Web, on the phone, or on the PartsSource Mobile App.

The system currently supports more than 300,000 transactions annually and serves over 3,300 acute care facilities and another 2,400-plus nonacute facilities worldwide. All of this represents the industry's first multi-OEM, multi-modality and multi-condition digital catalog.

Thomas comments, "We now have the means to manage many different product data attributes. We can capture hundreds of attributes for every product and for every supplier. For every item of data that our partners give us about their products, we capture, organize and elegantly provide that to our customers."

## Results

Informatica MDM – Product 360 has transformed the way PartsSource operates. The company has reduced the size of the team updating product information from seven down to two. This two-strong team can also move mass amounts of data in a matter of minutes. It doesn't stop there. Product 360 has lowered the amount of time needed for PartsSource to update existing products and launch new products from two hours to two minutes.

It's the bottom line that matters most of course. Thomas says, "We have seen a double digit percentage growth in revenue. That's due to increased sales of the parts and increased automation, which is lowering the cost of sale and speeding the order process. So by bringing this catalog online to serve our customers and to serve all of our suppliers, customers are able to figure out what they need and order it online. The more orders we can shift to a pure online channel, the lower the cost of sale."

This revenue growth is complemented by enhanced customer service. While the primary sales channel has shifted to the new eCommerce website, customers can just as easily transact through the customer service call center channel (typically when placing larger orders) or choose the mobile marketplace—which is also powered by Product 360.

Alongside replacement parts product data, PartsSource is using Informatica MDM – Product 360 to store additional data. The company can manage product warranties and service and repair information in Informatica MDM – Product 360 with all other product data, consolidating it all into one location.

Finally, the employees are more satisfied too. One of the members of staff who was previously a data steward has now been freed up to use his passion—photography—to visit supplier sites and take product photos. It's a win-win-win situation: the employee enjoys the task, the partner receives more professional product photography and the customer can see more visual detail on the products.

### Solution:

- Centrally manage all product information using a digital catalog
- Introduce mobile apps for instant ordering
- Allow data self-service via controlled and gated methods
- Easily manage suppliers, and frequent updates of their data

### Benefits:

- Delivered a double digit percentage growth in revenue
- Introduced more agile and rewarding omnichannel service
- Reduced team responsible for updating product information from seven to two
- Lowered time needed to launch new products from two hours to two minutes
- Enabled company to effectively manage product warranties and service information

### Product & Solution:

- Informatica MDM – Product 360

# The role of Informatica

Informatica MDM – Product 360 is the cornerstone of this success.

“Once we saw the Informatica MDM – Product 360 solution, we knew it was the right choice,” says Thomas. “It was the right fit for our needs, and the opportunity it presented to optimize product management was an exciting proposition.”

The implementation partner was Ideosity—a choice that was as inspiring as the decision to choose Informatica.

“Ideosity is an expert in complicated product-paradigms similar to ours; with a large supplier base and primarily a distribution model,” says Thomas. “The company is also strong in .NET based enterprise application development.”

Thomas concludes, “Informatica provides the quantum leap in sales, service and efficiency PartsSource has been crying out for. This single source of product data also streamlines the process of updating and launching new products and has enabled the PartsSource marketplace to become the industry standard.”



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#### **Informatica Worldwide Headquarters**

2100 Seaport Blvd, Redwood City, CA 94063, USA | Phone: 650.385.5000 | Fax: 650.385.5500 | Toll-free in the US: 1.800.653.3871  
[informatica.com](http://informatica.com) | [linkedin.com/company/informatica](https://www.linkedin.com/company/informatica) | [twitter.com/Informatica](https://twitter.com/Informatica)

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