STRAUMANN USA ADOPTS RAIN RFID STORAGE FOR DENTAL INVENTORY

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Straumann USA is a leading provider of solutions in implant dentistry and dental tissue regeneration. Straumann USA was looking for an automated inventory management system that would decrease their costs, maximize efficiencies, establish unique sales channels, provide real-time visibility of inventory, ensure product integrity, and ultimately provide customers with the best possible experience. It was becoming increasingly difficult for Straumann to continue managing consignment inventory with traditional stocking methods, which included manual processes and an abundance of administrative overhead.

With a manual supply chain management workflow in place, Straumann was not able to automatically track inventory usage or accurately assign usage to customer accounts. Their implants were stored at a number of different customer locations across the country, and with a growing business, having real-time knowledge of where inventory was and who was using it was a major challenge. Leading to stock-outs, discrepancies, and inaccurate data being pulled from their SAP reports. Without access to the supply chain in real-time, Straumann was not able to access information about their inventory distributed across the country. And they were not able to fully automate their processes due to a lack of technical data, burdening staff and operations.

The goal was to minimize carrying costs and the burden of a manual inventory process, while creating better market share and capture usage data for better product monitoring. To achieve a successful inventory workflow, Straumann partnered with Terso Solutions to develop a solution that includes large and small RAIN RFID-enabled ambient cabinets for storing high-value items in a flexible and secure fashion. These RFID-enabled enclosures are fully integrated into Straumann's SAP software system. This integration takes place immediately at the site of inventory tagging when the customer places the product into the enclosures.

Terso's technology is ultra-high frequency, generation 2, passive RFID. This means that Straumann can now read up to 1,350 dental implants at a time. This is a very dense and accurate rate which they were not able to achieve with manual processes. In the end, this allowed Straumann to achieve 99.6 – 99.9% readability with Terso's technology. The web-based interface is easy to use and requires zero downloads, which is a key for Straumann to be able to provide quick access to information that all staff can utilize. With this integration, Straumann was able to automate their billing, replenishment, custom reporting, alert notifications, and reconcile with their customer's purchasing on a daily basis. To achieve the best customer service, this technical solution also afforded Straumann the ability to "data mine" and provide the right products to the right accounts based on usage. It also helped target new products. Now, Straumann can pull reports on expiring products and produce reorders automatically, at any time.

Straumann found that with Terso Solutions they were able to ensure near 100% accuracy on thousands of dental implants across the country, with little to no dependency on manual input. Staff are able to do the jobs they were hired to do versus spending countless hours every month tracking and logging inventory. Write-offs due to lost product were eliminated and the overall burden of managing the large supply chain was removed. Straumann also saw tremendous growth in both unit and dollar volume. The RFID placement has grown to over 30 new consignment locations, with an aggressive growth expansion plan over the next 3 years. From 2015 to 2016, revenue from these consignments increased 168% while the number of RFID products sold increased by 264%.

This growth has been effectively absorbed without additional staff, while at the same time greatly minimizing the heavy burden old inventory management workflows put on employees. Straumann is certain that these results would not have been possible with the dated, manual inventory management processes that were in place prior.

In the end, Straumann gained full visibility and functionality of their ERP business processes like billing, replenishment, and customer account captures. This paired with the project's proactive monitoring and 24/7 support enabled Straumann to eliminate risks associated with manually monitoring inventory while providing extreme value to their business, staff, and customers. To date, Straumann has implemented the RFID-enabled automated inventory solution at 31 locations. Straumann's business users asked for real-time visibility through RFID. They were eager to begin using a more automated inventory management process. This enabled them to spend more time with patients, versus time spent tracking inventory.

ABOUT STRAUMANN USA

Straumann is a leading provider of solutions in implant dentistry and dental tissue regeneration. Our mission is to enable dental professionals to restore their patients' oral function and esthetics through effective, reliable, and safe treatment methods.

In 2005, we opened our new state-of-the-art national headquarters. It embodies the spirit of Straumann with its 160,000 square feet of open, clean lined modern space. By combining manufacturing, training and education, marketing, and customer service under one roof, we are now able to offer the highest quality of products and services available in the marketplace to our customers.

Straumann USA, LLC, located in Andover, MA, is a US subsidiary of Straumann Holding, headquartered in Basel, Switzerland. As the largest dental implant company in the world, the Straumann Group of companies has an active presence in more than 50 countries.

ABOUT TERSO SOLUTIONS

Terso Solutions, Inc. is the leading provider of automated inventory management solutions for tracking high-value medical and scientific products in healthcare and life science. Terso Solutions, Inc. is backed by 13 years of RFID product development and implementation experience. Our product line includes RAIN RFID cabinets, refrigerators, freezers (-20C to -80C), smart rooms, and mobile solutions. Terso has deployed over 1,600 RAIN RFID-enabled sensors worldwide. Headquartered in Madison, WI, Terso Solutions is a wholly-owned subsidiary of the Promega Corporation. Additional information is available at www.tersosolutions.com.