

A Global Operation

A Portal, Commerce, and Content Management Solution from IBM® and Sirius Gives Stryker® Corporation International Advantages



Highlights

Customer: Stryker Corporation
www.stryker.com

Industry: Medical Device Manufacturing

Solution: Worldwide eCatalog

Software: IBM WebSphere® Portal Server, IBM WebSphere Commerce Server, IBM WebSphere Application Server, IBM WebSphere Personalization, IBM DB2®

Services: Sirius WebSphere Consulting Services

When Dr. Homer Stryker, an orthopedic surgeon from Kalamazoo, Michigan, found that certain medical products were not meeting his patients' needs, he invented new products. That was in 1941.

Now Stryker Corporation has more than 48,000 products including orthopedic implants, trauma and spinal systems, the bone growth factor osteogenic protein-1, powered surgical instruments, endoscopic systems, and patient care and handling equipment. And that's good business for this global leader in worldwide medical equipment manufacturing.

Defining the Global Source Project

Good news on the business side often triggers challenges for operations and IT. Fortunately, Stryker was thinking ahead and created three specific teams to tackle these challenges. A Corporate eBusiness Strategy Committee was formed to support enterprise eBusiness initiatives and ultimately eliminate redundant systems and allow users to share resources and experiences throughout the company. A Global Item Master (GIM) team was formed to collect product records from the ERP applications of thirteen international divisions. Lastly, a Global Source team was formed to create a worldwide, market-driven electronic catalog (eCatalog) populated with all Stryker products.

"The Corporate eBusiness Strategy Committee agreed that we needed to focus on a common solution that could be shared with the entire organization and eventually customers," said Kim Gonja, Director, eBusiness & Strategy at Stryker Endoscopy. "We found that there was a lot of information available with the potential to get it out to a broader audience more efficiently."

Consolidating the Information

The first step was to retrieve the product information from ERP applications running on servers throughout the company. That consolidated information resides in the Global Item Master, or GIM. The GIM is used across the Stryker organization, but the goal was to combine the data in the GIM with all associated product collateral including product images, features, benefits, brochures, surgical technique manuals, instructions for use, and more. This goal defined the mission of the Global Source team, to match GIM records with all product collateral to create the global eCatalog.

“Sirius has been a tremendous asset to this project. They brought in good resources to help with both project management and product implementation. It’s been quite successful.” - Kim Gonia, Director, eBusiness & Strategy, Stryker Endoscopy



The global eCatalog provides easy access to timely and accurate product information for Stryker sales, marketing, customer service, and support personnel. Eventually, it will provide the window into Stryker products and services for worldwide customers.

A "Joint" Project

Stryker's requirements resulted in a recommendation from a consulting firm to consider the IBM WebSphere family of products. The eBusiness Strategy team in concert with the core Global Source team, IBM and Sirius Computer Solutions, an IBM Premier Business Partner, met to determine the products and partners that could help Stryker be successful.

“In the initial planning session we talked about all aspects of the project. We needed validation that the IBM WebSphere products were right and that our goals were achievable,” said Gonia. “Sirius was very good about being realistic during that conversation. They helped us to focus on the right things. From that meeting on, we felt that Sirius understood our challenges, would work well with us in a joint development environment, and had a solid understanding of what we needed to accomplish with the products.”

Integration was a key reason that WebSphere Portal and WebSphere Commerce Suite were chosen. Stryker knew that both components were

important to the long-term success of the project and liked the fact that IBM had made so much progress integrating the products in the WebSphere family.

Goals of Global Source

Global Source is a portal on the front, with commerce and content management functions built into the back. It's a huge eCatalog that manages all information associated with Stryker's 48,000 plus products. Product information can include text as well as content-rich product collateral such as graphics and product specifications. The portal manages by country and region the products, content, and language presented to the various user groups. Stryker users have a personalized view of the eCatalog depending on their location and usage requirements.

The concept of a portal resonates with companies like Stryker that have users and customers demanding information that is accurate, timely and specific to its needs. Information needs to be accessible around the world, around the clock.

In addition to the end users' needs are those of the manufacturing and marketing teams. They need their specific product details and marketing information to be visible and easily accessible rather than posted on various servers or folders that are not easy to locate.

Phase 1: Build the Infrastructure

With more than 16,000 employees and thousands of global customers, Stryker's project plan includes several phases. The first phase has been to create an infrastructure that includes IBM WebSphere Portal, IBM WebSphere Commerce and Stellent Content Manager. Sirius WebSphere developers and administrators, business analysts, and a project manager helped to accomplish this on time and under budget. Because of the complex nature of integrating several existing and new products across a 3-tiered architecture, IBM created a specific team of developers at the IBM WebSphere lab to be accessible to Sirius and Stryker.

“We definitely met some challenges,” said Gonia. “So the relationship between IBM and Sirius was key during this phase.”

After the infrastructure was built, the team went to work populating the eCatalog with all the Stryker manufactured product records in the GIM.

Phase 2: Pilot the Application

After it was populated, rules were put into place with WebSphere Portal to tailor the eCatalog to meet individual division needs. Every division established a pilot team to test drive the Global Source application, identify and resolve any issues, and provide feedback regarding future enhancements. This step was crucial, not only to validate that the GIM



data was accurate but also to check the workflow processes for loading and associating content. The pilot resulted in a documented plan for training needs, support procedures and the rollout schedule.

“The pilot has generated a lot of excitement for this project,” said Gonia. “Once the pilot users saw the application, they understood the benefits. And we can now say that the IBM WebSphere products are going to meet our end needs.”

Phase 3: Complete Population of the eCatalog and Rollout to Manufacturing Divisions

With the GIM data loaded, Stryker next had to populate the eCatalog with product content. With thousands of complex products and product collateral associated with those products, this is a big undertaking.

Initially, Global Source must be rolled out to Marketing and Regulatory at each manufacturing division. They are required

to populate the catalog with content, correct product information from the GIM, and implement their new product hierarchy. When the catalog is ready, it is rolled out to internal consumers such as Customer Service, Technical Support, and ultimately Sales.

Phase 4: Rollout to Distribution Divisions

In Distribution, Global Source needs to filter access to the products and related content by region/country and provide local translations of product specifications. Distribution divisions are starting their initial pilots, whereby they validate the Global Source functionality and learn how to apply country controls and add their local content.

Phase 5: Rollout to Customers

After Global Source is fully operational internally, Stryker will roll it out to its end customers.

Global Source Impact

Global Source is currently in various phases of implementation across the Stryker divisions. The following entities of the divisions will use Global Source: Marketing, Customer Service, Regulatory, Technical Support, Sales, and Manufacturing. The divisions are also anxious to get it into the hands of Stryker customers. It supports localization, which means that users in Finland see the products that have been approved by the local regulatory authorities for sale in Finland (which will be presented in Finnish), while the users in Germany see products that are approved and available in Germany (which will be presented in German).

“Global Source is making a significant impact on the way we do business,” said Thierry Gros, Marketing Services for Stryker Europe, Middle East & Africa, located in Switzerland. “The eCatalog gives sales teams instant access to localized product information, eliminating wasted time searching for that information. It establishes a common repository for all Stryker products and related content and ultimately helps us to continue to meet our aggressive annual growth commitment in a competitive industry.”

Global Source has been through seven releases, and plans to have two major releases each year. “In the beginning, we didn’t know how we were going to roll out this global application that will be used by approximately 5,000 users,” said Gonia. “Taking disparate and often nonexistent solutions from across the corporation and creating one international, corporate wide catalog is a huge project that directly affects employees and eventually customers. But Sirius has been a tremendous asset to this project. They brought in good resources to help with both project management and product implementation. It’s been quite successful.”



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