

B. Braun Masters Complexity & Global Compliance



As one of the world's leading medical technology companies, B. Braun's objective is to protect and improve the health of people around the world. For more than 180 years, the company has played a critical role in shaping and enriching healthcare globally by combining its pioneering spirit with product innovation. The company's products, solutions and substantial Research and Development initiative are setting new standards in both hospital and outpatient care.

That innovation has been as equally applied to its ground-breaking healthcare products, as it has to its internal global operations, particularly in service maintenance. Back in 2016, B. Braun's Global Technical Service deployed the ServiceMax field service management platform to further improve the uptime and lifespan of its products and transform its service operations and compliance management. Today, the company is reaping the rewards of that investment. "Globally developing and controlling the service business in a diverse and regulated environment requires reliable and harmonized data. Achieving this through a single digital platform enables efficiency in processes, decision-making and regulatory compliance," says Alexander Kammenhuber, VP Technical Services, therapy, bioprocessing, and laboratory filtration.

From Lifecycle and Traceability to Complex Compliance

"Our main trigger in moving to a state-of-the-art field service management system back then was traceability" said Felix Cramer, Senior Manager Global Service Platform. "In the medical device industry, lifecycle and traceability are critically important."



In a fast changing and increasingly complex regulatory environment, it can be difficult to ensure compliance to an ever-changing array of medical device regulations in multiple countries.

Staying on top of compliance throughout the entire lifecycle of every product is crucially important. This has particular challenges when it comes to service interventions. B. Braun must be able to illustrate servicing activities and procedures to ensure any maintenance work or replacement parts are compliant with local regulations. All of this requires detailed documentation for auditing purposes, especially as an auditor will ask for examples.

"ServiceMax enables us to have service data at our fingertips," continues Cramer "By capturing and analyzing service activities within one software platform - rather than multiple tools with conflicting data formats and manual processes - we can cross-reference and mix and match data requirements depending on the specific use cases. This ultimately saves us time and money and enables us to focus on the most important task - protecting and improving the health of people worldwide."

Asset-Centric View of Service Data

"The traceability into our installed base that ServiceMax delivered was a game changer for us back in 2016. We're already widely deployed globally and continuing to deploy ServiceMax even further across additional regions over the coming year," adds Felix Cramer.



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Felix Cramer, Senior Manager Global Service Platform, B. Braun

>> Customer Quick Facts

INDUSTRY:
Medical Technology and Services

SIZE:
€8.8 billion revenue in 2023
63,000+ employees, 1,200 users

USERS:
1000 users, 25,000+ work orders per month

HEADQUARTERS:
Melsungen, Germany

WEBSITE:
www.bbraun.com

Service Data, Strategy and Architecture

“Our goal is to achieve digital excellence across all our harmonized processes, from regulation and compliance to sales, service maintenance records and our ERP system. We’re now looking at how to connect ServiceMax to our overall architecture to establish a single source of truth for all product data in the organization by connecting everything.

We’re striving to be data driven not document driven. Moving forward, we’re looking at how best to connect different platforms in the business, including ServiceMax, with our overall architecture, rather than just at the feature level. We’ll also be looking at how we connect ServiceMax Go to our overall architecture in the coming months.” says Philip Haller, Director IT – Product & Service Idea to End of Life, at B.Braun.

The size and complexity of B.Braun's digital challenge is substantial when you consider the breadth of its products – which are becoming more complex with the addition of robotics and artificial intelligence - the constantly changing compliance obligations of many regulatory authorities, and its 66,000 employees spread all over the world.

“Mastering the digitalization challenge in the context of our service management system ServiceMax, means fulfilling the organization’s worldwide requirements through a harmonized process in the system. It enables B. Braun despite its size, to stay flexible and agile in the service management process.” says Jonas Patzelt, Senior Project Manager at B. Braun IT.



We see ServiceMax as more than a software vendor. We have a strategic partnership between our two organizations, which means we work together very closely around long-term collaboration.”

Jonas Patzelt, IT Senior Project Manager, B. Braun

Solution

5,000+ health care products, including 120,000+ sellable parts



"We need to manage our product data in an efficient manner," said Haller. "That means full digitization, not wasting time on non-productive tasks, and ensuring we have accuracy, efficiency and visibility. As 180-year-old company, that's a huge cultural shift in every department.

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About ServiceMax

ServiceMax's mission is to help customers keep the world running with asset-centric field service management software. As a recognized leader in this space, ServiceMax's mobile apps and cloud-based software provide a complete view of assets to field service teams. By optimizing field service operations, customers across all industries can better manage the complexities of service, support faster growth, and run more profitable, outcome-centric businesses. For more information, visit www.servicemax.com.

About B. Braun

B. Braun is one of the world's leading medical technology companies. With over 66,000 employees, the family-owned company is a true partner, developing smart solutions and setting standards to drive advancements in health care. In 2021, the B. Braun Group generated sales of €7.9 billion. For more information, visit www.bbraun.com.

Results

- ↑ Asset-centric view of service data across
- ↑ Full data capture, visibility and traceability ServiceMax across 1.5 million different types of products installed globally
- ↑ Easy fulfillment for compliance and reporting requirements - 140 different regulatory authorities globally, each with their own regulatory standards and reporting obligations for 120,000 different parts.
- ↓ Elimination of previously a paper-based manual system, saving time and human error.
- ↑ Connecting service data to enterprise-wide architecture

