Cybersonics Inc. and MAX

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TO SUPPORT COMPANY GROWTH, LONG-TIME EXACT ALLIANCE CUSTOMER, CYBERSONICS INC., SUCCESSFULLY MIGRATES TO MAX

CYBERSONICS, INC.

Cybersonics Inc., a leader in the design and development of ultrasonic products for medical and other specialty markets, provides devices that are used in hospitals and clinics throughout the world to enhance human well-being. The Erie, Pennsylvaniabased medical device manufacturer's primary focus is on the therapeutic application of ultrasonics for surgical application.

The company's team of highly qualified electrical and mechanical engineers design and develop complete systems which incorporate all the safety and reliability features required for operation in surgical and other harsh environments. Cybersonics' production facilities and procedures have been developed to provide the superior product quality and product tracking required for contemporary medical devices. Cybersonics, which is ISO 13485 certified, maintains compliance to IEC 60601, UL, TÜV and FDA standards.

Business Needs
As a result of company growth and expansion, Cybersonics started to recognize the need for a more sophisticated material requirements planning (MRP) system. The MRP software they had in place, Exact Alliance, was working well, but it lacked a few advanced capabilities. "Alliance met our requirements for many years, but as Cybersonics grew, it became apparent that we needed a manufacturing system

that could help us keep up with complex medical device industry and FDA regulatory requirements," said Paul Bond, VP of Operations. "We needed tools to manage lot and serial numbers for our device history record and the functionality to more efficiently manage copious amounts of documents."

While attending an Exact user conference, Cybersonics was presented with the opportunity to migrate from Alliance to MAX. "We decided it would be a good point in time to seriously consider a move to MAX," said Bond.

Business Solutions
Some of the major factors fueling Cybersonics' move to MAX included the level of development and support services that Exact provided for MAX and the integration with Synergy for MAX, Exact's business management suite with quality, customer relationship management (CRM) and workflow management tools. Throughout
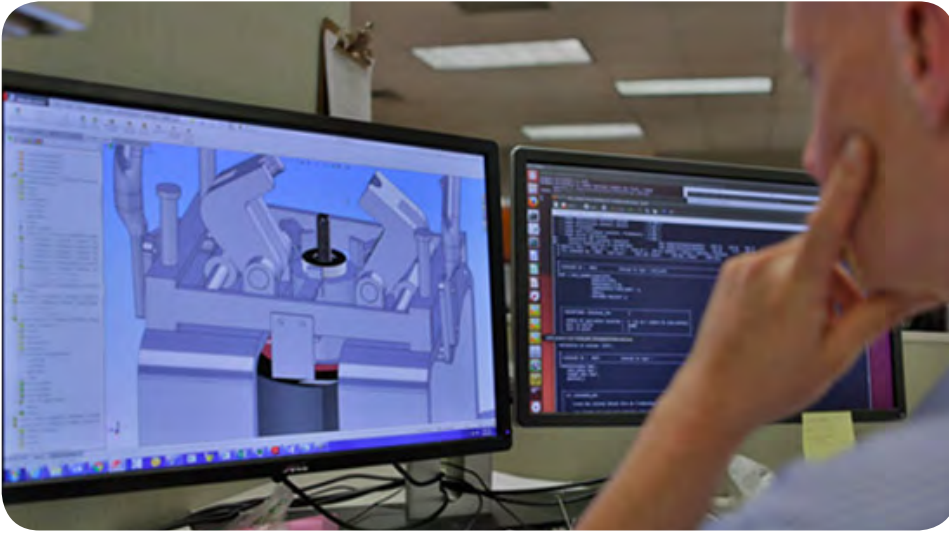
the year, MAX releases a number of customer-requested enhancements, quality fixes and new functionality. The continuous development and support for MAX means that customers are frequently introduced to new features and functionality to help their businesses run more efficiently.

To help make the transition to MAX more tenable, Exact offered a migration program to Alliance customers that reduced the expense of migrating to MAX. Also, the long-standing relationship that Cybersonics had with Exact played a major role: "It's tough to start out with a new vendor," Bond commented. "The relationships we already built with Exact's account managers and customer advocates helped make the decision easier. With all these factors combined, we realized that this was the ideal time to make the jump and take advantage of significant cost savings as part of the migration program."

Results/ROI

With MAX in place, Cybersonics has experienced improved MRP processes. MAX's MRP system takes into account forecasting, safety stock, minimum orders, maximum orders and order multiples, which helps users plan for creating purchase and shop orders that are custom tailored to the company's processes. Cybersonics was experiencing some trouble with MRP in Alliance, and although setting up MRP

in MAX took some time and training, the company has been very happy with the level of detail and information that MAX provides.

"MAX allows us to manage the timing of both regulatory requirements, as well as product changes and improvements, and drill down into all the different assemblies in our bill of materials," said Bond. "Alliance did have some of those capabilities, but they were more cumbersome to use. MAX offers a more user-friendly interface. It's also a more robust product built on Microsoft SQL Server. We truly feel like we get more bang for our buck as users of MAX versus Alliance."

Cybersonics also experienced improved processes for setting up part/vendor relationships and part/manufacturer relationships. MAX includes flexibility with regards to the information shown on a PO to a vendor. Part/vendor or part/manufacturer relationships can be printed on purchase orders or shut off. Documents can also be linked to the part master, sales orders or just about any module in MAX.

To improve their document management processes and help with quality control, Cybersonics also implemented Synergy for MAX. With the ultimate goal to go paperless, Cybersonics set up Synergy to be their main database for corrective and
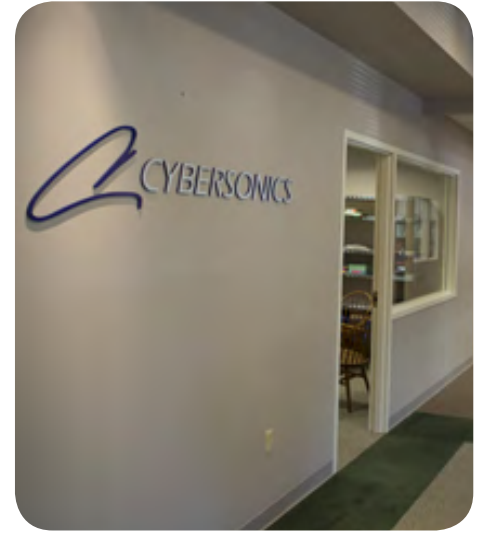
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Paul Bond, VP of Operations

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preventative actions (CAPA), and temporary product deviations. Although still working to go completely paperless, the company has found that scanning and storing documents in Synergy has dramatically cut down on the difficulty of searching for documents.

As a MAX customer for over two years now, Cybersonics has experienced significant time and cost savings. "It did take us a little while to start to see cost-savings, partly due to the fact that people had to get familiar with using MAX and gain an understanding of MRP in general," said Bond. "But after relatively little time, we were able to overcome the learning inefficiencies and experience valuable cost-savings."

Bond also emphasized the importance of training services and encouraged other companies to take advantage of the training resources that MAX provides: "It will more than pay for itself in the longer term to bring your employees up to speed with MAX and benefit from the MRP system as well as more accurate inventory and scheduling orders through the shop floor."

A potential next step for the company is to integrate their financial system with MAX, to help eliminate duplicate data entry and the associated mistakes that can happen when managing two separate systems. Bond commented: "Although we have not yet integrated MAX with QuickBooks, we are looking at doing that in the future."

For more information about the products and services that Exact offers, please contact us at 1.855.EXACTMAX (1.855.392.2862) or visit us online at www.max4erp.com

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