

# INNOVATION = REDEFINING SUSTAINING ENGINEERING TO SPEED NEW PRODUCT DEVELOPMENT

## INNOVATION AT A GLANCE

### Client:

Global diagnostic and therapeutic  
cardiology products manufacturer

### Industry:

Medical device

### Syncroness services:

Sustaining engineering for nine product lines

- » Evolutionary product releases, software and hardware
- » Component obsolescence
- » QMS, PDP, RA/QA support
- » ISO 13485 Certified

### Objectives:

- » Control sustaining engineering costs
- » Increase revenue and longevity of installed base and existing portfolio
- » Increase product-related service revenue and extend service life
- » Improve customer satisfaction

### Approach:

- » Created a small, diverse, and driven team of engineers who are focused on a clear set of priorities: keeping the production lines up and running
- » Developed new processes customized specifically to the needs of a global product offering

**“With Syncroness services, I no longer worry about sustaining engineering. I know they have it covered.” – Lilac Muller, VP Engineering**

## RESULTS

- » Pro-actively supported a global product offering
- » Extended product life by three years for two product lines
- » Cut lead time to complete high-priority projects by half
- » Increased product and service revenue by \$15m
- » Achieved savings of \$500k first year and increased output by 20% in future years

## LET'S KEEP INNOVATING.



For leading medical technology providers, making breakthrough new medical products means finding the resources to do it. Most of the time, budget, and expertise are consumed simply maintaining existing product lines – leaving precious little availability to innovate. Sustaining engineering solutions from Syncroness are the answer.

## A FOCUSED APPROACH FOR ENABLING BREAKTHROUGH RESULTS.

Our world-leading cardiac monitoring device client needed help finding the time to innovate their product line. The company was spending inordinate resources supporting their existing product lines – at the expense of new and existing product development. The proof of this challenging environment for innovation showed in their product pipeline, which hadn't unveiled a new product in four years.

Syncroness had the vision, processes, and execution skills necessary to help the client resume their focus on innovation. Our engineering experts took control of sustaining the legacy support for nine product lines, managing the sustaining engineering with input from marketing, technical/field support, and manufacturing. Our roles and responsibilities included everything from upgrading system functionality to managing component end of life.

Our process-driven team developed and executed all the sustaining engineering policies to maximize the efficiency of the entire sustaining engineering team. These improved processes allowed the effort to be reduced from a group of 30 engineers to 10, while at the same time increasing product and service revenue along with customer satisfaction.

## GETTING UP TO SPEED QUICKLY TO DELIVER EVEN FASTER RESULTS.

As is the case with many existing and legacy products, the original team that designed the product was not always available. We saw this obstacle as a challenge – and quickly immersed our team in the designs to develop strategies for managing the products.

As a result, our team became productive within just three months. In a mere six months, we were producing significant efficiency with additional improvements being implemented every year.