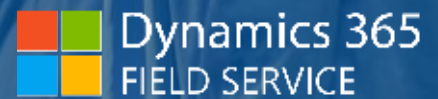




CLIENT SOLUTION CASE STUDY

AtriCure Builds a Unique Medical Device Management Solution



Regulation-Driven Motivation

A publicly traded and heavily regulated company, AtriCure needed to modernize paper-driven device inventory, history, service, and maintenance records with a digitally driven, traceable process. As a medical device company, AtriCure must adhere to regulatory requirements in the US and Europe. AtriCure either owns the ablation equipment and consigns it to hospitals for ablation surgery, or the hospital owns the device. If the device service history is not up to date, the equipment sits in the hospital waiting to be used. “In Europe, all information on inventory, maintenance, or even signatures was on paper,” explains Shelly Bramer, director of enterprise applications for AtriCure. “This did not meet compliance or quality standards,” explains Bramer.

Upgrading a Veteran Dynamics Client

AtriCure deployed Microsoft Dynamics GP 10+ years ago for back-office financials, manufacturing, and sales order entry, and Microsoft Dynamics 365 Sales and Customer Service for customer service, reporting and account management. Starting in 2018, AtriCure switched its partnership to Velosio and implemented the Return Goods Authorization module within Microsoft Dynamics 365 GP. “That was a good start, but we also decided to move our GP and CRM environments to Velosio’s Stratos cloud in 2019. We now have a managed service contract with Velosio—Marty Ruben and his team support our application-level needs,” continues Bramer. Velosio lifted and shifted a total of 48 systems to the cloud for AtriCure.

CLIENT OVERVIEW

AtriCure

As a leading provider of innovative technologies for the treatment of Atrial Fibrillation (Afib) and related conditions, electrophysiologists and cardiothoracic surgeons around the globe count on AtriCure to deliver best-in-class solutions that can treat even the most complex cases. AtriCure’s Isolator® Synergy™ Ablation System is the first medical device to receive FDA approval for the treatment of persistent Afib. AtriCure invests in innovation, clinical science, and education to focus on improving lives its patients worldwide.

www.atricure.com | Nasdaq: ATRC

“Would the GP and Sales solution have gotten us where we need to be in five years? Absolutely. We don’t have a lot of field service revenue. We don’t have separate sales streams and service streams. But we have a vision for upselling and cross-selling and identifying more service revenue use cases. For this reason, we looked at Dynamics 365 Field Service, and found it to be a hands down easy win,” says Bramer.

A Purpose-Build Platform Solution

AtriCure built a unique solution with Velosio and Dynamics 365 Field Service. “Dynamics 365 Field Service provides a more efficient way to service customers with limited people and part resources, while maintaining the highest levels of quality and compliance.”

With Dynamics 365 Field Service, AtriCure:

- Advances its journey to the cloud and replaces disparate, paper-based processes with one solution
- Adds tracking and traceability to medical devices in the US and Europe
- Better manages contracts and meets/exceeds customer obligations and service history
- Optimizes spare parts management and stock efficiency
- Adds efficiency to service utilization – aligning customer location to maximize travel
- Power Platform allows for new “AnalytiCure” operational analytics for complaints, product nonconformance and trends

“Some technology partners forget that consultants need to consult,” says Bramer. “This was especially important since we built a solution that was net new. **Velosio is excellent at consulting, configuration, looking at individual pieces, pivoting, and collaborating with us on ‘if this, then that’ scenarios. The level of expertise on the consulting side is a huge differentiator for Velosio, coupled with their experience in medical devices.** It’s a good partnership,” continues Bramer.



Discover how Velosio can help your business with
Microsoft Dynamics 365 business applications.



888.725.2555



insider@velosio.com

