

■ Halyard Health Improves Operational Efficiency by Simplifying Product Onboarding and Streamlining Digital Asset Management

Company:

Halyard Health

Industry:

Medical Device Manufacturing

Region:

Global

Solution:

Product MDM



Executive Summary

Formerly part of Kimberly-Clark, and established in 2014, Halyard Health is a medical technology company focused on delivering clinically superior products and solutions in infection prevention, surgical solutions, respiratory and digestive health, pain management and intravenous (IV) therapy. Halyard Health sells its recognized brands and products in more than 100 countries and holds leading market positions in multiple categories across their portfolio.

Halyard Health uses Stibo Systems Product Master Data Management (Product MDM) to centralize their product data, expedite their SKU onboarding processes, set up approval processes, improve traceability and enhance communication with their ecommerce platform.

Furthermore, Product MDM provides a comprehensive DAM solution to manage all their digital assets and associated metadata.

The Business Payoff

Enhanced data governance supported by Stibo Systems Product MDM has led to:

- Quicker time-to-market
- Improved traceability
- Secure information sharing with customers and stakeholders

The Customer Experience

With Product MDM, Halyard Health has improved their visibility and productivity by setting up workflows to provide a single step approval process and enhanced their data quality by establishing data governance processes.

Furthermore, Halyard Health utilizes audit trails and comprehensive reports to gain full traceability across their product data and takes advantage of user access permissions to maintain security.

Challenge

As a medical device manufacturer, Halyard Health has to manage large numbers of product attributes across their broad portfolio. These attributes were previously managed in three different SAP ERP systems, one for each of their NA, EMEA and APAC regions, but this arrangement was not able to support accurate data integration, nor was it able to provide full traceability or the necessary approval processes.

Halyard Health also needed to store, manage and distribute high numbers of digital assets for each of their products. Managing all these digital assets across multiple channels required significant amounts of manpower.

Solution

Halyard Health uses Product MDM to manage both products and digital assets, including over 6,000 SKUs with 400 attributes. The platform serves as their SKU onboarding system and integrates product information from multiple sources, such as all three of their SAP systems for their global regions.

Product MDM also manages the exports needed for Halyard Health's ecommerce platform, along with the information required for GS1/GDSN and 1WorldSync.

Result

As a result, Halyard Health now experiences enhanced communication across the organization and their ecommerce platform by using a single system to manage product data.

They benefit from improved business processes through data governance and configurable workflows. They have simplified the SKU onboarding process, streamlined management of all digital assets and improved security through user access roles.

“Product information management is a strategy and business process that was identified by the Digital Marketing and Ecommerce Team as a foundational requirement to succeed online. With the Digital Team at Halyard leading the implementation of the Stibo MDM system and owning the strategy and direction, we were able to make this a priority within the business which made our PIM implementation with Stibo Systems MDM so successful.”

—Michael Johnson, Associate Director, Digital Marketing & ecommerce, Halyard Health



About Stibo Systems

Stibo Systems, the master data management company, is the trusted enabler of data transparency. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data. We empower them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. This gives them the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. More at stibosystems.com.