Medical Device Manufacturer Solves Big Data Problem with BI Solution

Case Study

Business Challenge

Varian Medical Systems (Varian) is a leading manufacturer of medical devices and software for the treatment of cancer and other medical conditions, with 6,000 global employees sharing a vision to help save millions of lives every year. The company's leading technologies—including Edge™, Calypso®, PerfectPitch™ and RapidArc®—continue to gain momentum in the medical device market, having received more than $3 billion in net product orders during fiscal year 2012.

As a result of their success, Varian experienced an increase in demand for product installations, launches, and maintenance and support services—leading to a stockpile of data from already-installed products, which was not being used to provide the competitive advantage needed to continue accelerating Varian's growth.

Varian needed a solution that would provide user-friendly and intuitive dashboard analyses, enable system-wide software compatibility and support multiple languages. Varian turned to the experts at Armanino to take a closer look at their business intelligence (BI) systems and product maintenance processes, and asked us to recommend enhancements.

Business Solution

Armanino completed a system health check, recommended system improvements and developed a customized design and roll-out plan to help Varian overcome their big data problem. Our solution included:

- **Integrated Systems** – To help Varian seamlessly integrated their existing systems and software with QlikView, Armanino used QlikView's SAP Connector to ensure data continuity and integrity.

- **Customized Language Solution** – Due to the international customer base Varian caters to, Armanino translated select dashboards and reports in 13 different languages.

- **User-Friendly Interface** – Due to the varying ages of Varian's customers, some were resistant to using mobile or different reporting technologies. Armanino ensured QlikView's dashboards were user-friendly and intuitive.

- **Focused Sales Efforts** – With QlikView, Varian was able to identify potential device or software clients by region, sorting the results based on the size of the business, the type of customers and other custom categories.

Business Outcome

Based on Armanino's assessments and recommendations, Varian successfully implemented Armanino's BI Solution—QlikView. Some of the many positive outcomes Varian achieved include:

- **Customized Dashboards Built by Armanino** – Key Armanino-developed QlikView dashboards allowed Varian to make sense of their large amount of medical device data by breaking that data into

manageable sets and allowing customized, self-service reporting. Armanino's QlikView dashboards included:

- o **Contract Performance Dashboard**
  - • Equipment and Contract Information
  - • Help Desk Utilization
  - • Maintenance and Product Notification Data

- o **CSS Databook Dashboard**
  - • Contract Capture Rate
  - • Install Base Rate
  - • Average Selling Price
  - • Projected Contract Revenue
  - • Gross Margin Tracking

- o **Clinical Availability Dashboard**
  - • Up/downtime Tracking
  - • Clinical Availability of Products at Customer Sites

- o **Fault and Beam Dashboards**
  - • Error log tracking
  - • Fault Reports and Statistics
  - • Product Usage Data

- **Customized Dashboards Built by Varian** – QlikView provides the ultimate user-friendly interface, allowing Varian's internal team to create additional dashboards. To date, Varian has created the following tracking and reporting dashboards:

  - o **Shipping Data Dashboard**
  - o **Order Accuracy Dashboard**
  - o **Market Clearance Dashboard**

QlikView and Armanino helped Varian empower their contract and full-time customers with information that is easy to isolate, understand and present. Data that was not easily obtained before is now quickly available due to the various customized dashboard implementations. Armanino delivered the strategic competitive advantage, helping Varian implement a more widely adopted, successful BI platform so that they could focus on what matters most to their business: innovation and high performance standards.

CONTACT

John Brooks
Business Intelligence, Consulting
Armanino[LLP]
John.Brooks@amllp.com
415 568 3282

About Armanino^{LLP}

Armanino^{LLP} (www.amllp.com) is the largest independent accounting and business consulting firm in California and the 29th largest firm in the United States. Armanino provides an integrated set of audit, tax, consulting, and technology solutions to companies in the U.S. and globally. The firm helps clients adapt and change in every stage of business from start-up through rapid growth to the sale of a company. Armanino emphasizes smart technology, leading a cloud revolution of financial, operational, sales and compliance tools that are transforming the way companies do business. Armanino extends its global services to more than 100 countries through its membership in Moore Stephens International Limited – one of the world's major accounting and consulting membership organizations. In addition to its core consulting and accounting practices, Armanino operates two other divisions – AMF Media Group (www.amfmediagroup.com) and Financial Horizons (www.financialhorizons.com).

About Armanino's CFO Advisory Services Practice

Armanino consultants provide comprehensive services to the CFO organizations of fast-growing companies, including Microsoft Dynamics Implementation, CFO Advisory and Outsourcing services. The firm's CFO Advisory Services practice brings leading technology solutions to the strategic challenges faced by CFOs. Armanino's CFO Advisory Services include business intelligence, cloud financials, budgeting, forecasting and planning, governance, risk & compliance, valuation services, fraud and forensic accounting, equity management solutions, technical accounting, and executive search. This deep bench of services provided by Armanino's business leaders who have served as CFOs, controllers, and FP&A directors helps finance teams to minimize time spent on low-value accounting processes and increase time spent on strategic decision making.