• Founded in 1949, Medtronic has grown to become the world's largest independent medical technology company

• World HQ in Minneapolis, MN - USA
  Regional HQ in Switzerland and Japan

• Operate from over 250 facilities globally and doing business in more than 120 countries
Spinal and Biologics

Diabetes

Surgical Technologies
Cardiac Rhythm Disease Management

Neuromodulation

CardioVascular
Pre-SPI Challenges

- Multiple ERP systems
- Diverse business rules for product identification
- Systems integration difficulty
- Multi-layered product identification scheme
  - 12345 = Model Number - family of product
  - 12345-67 = Product Number - the product (F,F,F)
  - 12345-67C = Catalog Number - product and package configuration
  - xxxxxxxxx = Manufacturing Item Number - top level assembly/BOM
  - xxxxxxxxx = Batch/Lot or Serial Number - production identifier
  - (01) 10681490224748 = GTIN
  - *+M1261836105* = HIBC
- Two different standards for AIDC
Standard Product Identification

- **Product Number**: High level identifier used to facilitate immediate recognition by customers and used in marketing.
- **GTIN**: *Uniquely* identifies a product AND its package configuration.

![Barcode Example]

- **Production Identifier**: Batch/Lot or Serial Number used to identify a product at its lowest level.
SPI Project Commitments

- Executive Support
- Master Data analysis and clean-up
- Policy / Governance - rules for product identification creation and enforcement thereof
- Centralized Master Data oversight and enforcement (keep it clean)
- Standard Product Identification systems integration where possible (automated controls)
- Educate customers
SPI Benefits

- Collision-proof identifiers allows seamless integration of acquisition identifiers (resolves issues of duplication)
- Prerequisite to effective systems integration (avoid x-reference tables/conversions/custom interfaces)
- Allows automated transaction processing providing efficiencies and error reduction
- Efficient inventory movement through entire supply chain
- Automated distribution processing and verification improves efficiency and enhanced inventory accuracy
- Alignment of identifiers on invoice, warehouse pick list, delivery note, package label, customs documentation, etc.
Keys to success

- Executive support critical
- Requires all members of Product Lifecycle and Supply Chain to be engaged
  - Finance
  - Regulatory / Quality
  - Supply Chain / Distribution
  - Businesses / Geographies
  - Information Technology
- Requires continuous governance
- It’s about the Master Data………………data carrier is trivial in comparison
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