



REGENERATION



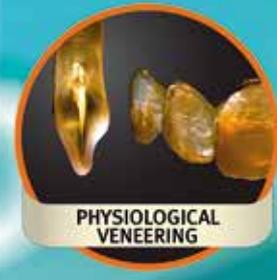
IMPLANT-THERAPY



SMART ATTACHMENTS



BIONIC FRAMEWORK MATERIALS



PHYSIOLOGICAL VENEERING

breident group

Design partner puts teeth into the future of ERP

Medical technology, trade, mechanical and plant engineering

Name:

breident group

Website:

www.breident.com

www.breident-medical.com

www.dental-concept-systems.com

Products:

Matching individual products, system solutions (as in the implant prosthetics segment) and therapy concepts made in Germany

Locations:

Headquarters in Senden, Germany; 13 subsidiaries around the globe

Employees:

approx. 500

Focus on:

Design partnership, mobile solutions, lot and serial number management

proALPHA customer since:

2003

Highlights

- All processes along the value-added chain within the breident group mapped, including the interaction with customers and partners
- Lot management and integrated document management system (DMS) ensure seamless tracing of all products and operations
- Successful design partnership between breident and proALPHA regarding "Handling Unit Management" and "3D Viewer":
- Sales agent portal as an example for mobile solutions: smooths workload peaks in the customer service and in staging
- Integration Workbench (INWB) as the communication hub for the exchange with external systems
- Fewer interfaces and media disruptions thanks to systematic ERP design

The breident group is a globally leading provider of dental technology. The company from Senden, Germany provides dentists and dental technicians around the world with products and services for aesthetic prostheses and dentures. Besides a high level of quality, business partners expect fast service and ordering processes along with innovative solutions. breident must also comply with stringent regulations for the admission and distribution of medical products, which vary from region to region, and ensure the seamless tracing of all lots and operations. proALPHA has been playing a key role in this highly complex product and process environment since 2003. breident uses the ERP system as an innovative service platform and to boost efficiency, and contributes to the future of the ERP system as proALPHA's design partner.

"The biggest challenge in our industry is the change in technology: dentistry is being revolutionized by digitalization and new requirements for services and products. Together with proALPHA, we can successfully adapt to these changes."

Olaf Glück, CEO, bredent GmbH & Co. KG

bredent was founded 45 years ago as a manufacturer of materials for dental laboratories and technicians. In 2004, the company established bredent medical GmbH & Co. KG to expand its business model to dentists and oral implant surgeons. One year earlier, the company had decided to install the ERP system by proALPHA. "This empowered us to replace the many isolated solutions with a central system that is capable of managing all our core processes from A to Z," says Olaf Glück, CEO at bredent. This was an important step in the development of the new corporate organization from 2006 on.

Automatic data exchange between the affiliated companies

The group has an extensive portfolio with more than 80 percent of all products developed in-house. "Our 17,000 individual products are quite different in their technical properties," adds Lothar Kneer, head of IT and responsible for the ERP at bredent. "We are not talking about variants of just a few basic products, but about a portfolio that is very heterogeneous with regard to production, storage and sales." On top of that, the full-range provider of medical products has to handle purchase orders of small volumes. "Our customers expect us to have all products in stock and to ship them on the same day. Usually, we live up to these expectations. Our product availability is at 99 percent. On peak days, we have up to 1,200 shipments," says Glück.

A special challenge is the replication of master data and resource planning within the bredent group: the two sister companies do not both cover all business areas, but have special divisions each. bredent takes care of a great deal of the manufacturing processes

of bredent medical. The dynamic growth over the last 15 years has led to complex intercompany processes. "We handle them very well, because the information exchange has been largely automated using the proALPHA ERP system," explains Kneer. For example, when bredent provides services to bredent medical, the ERP system automatically posts these business transactions immediately and without any errors. This applies to the reverse case, too. The communication hub for the data exchange is the Integration Workbench (INWB) in proALPHA. It also connects external systems like the preference calculation directly to the ERP system without the need for extra interface programming or maintenance.

Traceable and validated from A to Z

As a provider of medical products, bredent must comply with strict regulations regarding the admission of products and services, the documentation, traceability and shipping. This involves complex requirements for master data management, as the various regions require specific admissions and certificates. For example, in the U.S. market, providers have to comply with the strict regulations for FDA approval (Food and Drug Administration). "In some regions, the requirements have become more strict over the past years," says Kneer. "For example, the





Medical Device Regulation, or short MDR, became effective in Europe in 2017." Among other things, it stipulates that providers label every medical product with a unique ID to ensure its seamless traceability from the admission and the ingredients used through to production, quality assurance and shipping.

Manufacturers of medical products are facing yet another challenge: They are obliged to individually validate software solutions relevant to their processes, in Europe according to ISO 13485, in the U.S. according to comparable FDA standards. The software providers cannot take care of this validation themselves as it always has to be based on the specific implementation at a company, the company's processes and all customizations involved.

"All requested functions were covered by the proALPHA standard solution or could be customized to meet the requirements and demands. Thanks to this, we had a quick validation and benefit from largely automatic and secure processes in our everyday business. This is guaranteed by the integrated document management system and lot management," says Kneer. bredent also benefits from the advantages of these ERP modules with regard to auditing. "We do not have to print vast numbers of pages anymore when an audit comes up. The auditor can access and check our processes, admissions and proofs directly in proALPHA. This facilitates work on both sides." Efficiency is key here. It ultimately ensures the company's competitiveness. Kneer says: "As opposed to the mechanical and plant engineering industry, our products are of rather low financial value, but require above-average administrative work. We can only make a profit when we automate this work."

Help shape the future of ERP as design partner

A powerful ERP system controls more than the general business processes. It can be expanded on a modular basis and adjusted to the industry's requirements and trends both in a flexible and timely manner. But the ERP release cycles common in the market are too long for this. Therefore, proALPHA expedites the development with so-called design partnerships and adds new functions to the partners' systems even between releases. The bredent group is one of these design partners. "As a design partner, we're already involved in the conceptual phase of the development of new ERP functions," says Kneer and adds: "We contribute our experience and requirements for the development, gain valuable know-how and have the opportunity to directly influence tomorrow's proALPHA standards."

bredent acts as a design partner for two specific development projects, which have already advanced well. One has the aim to improve warehouse logistics. To unlock this potential, the design partners bredent and proALPHA are developing an ERP feature for intelligent handling unit management. "This function allows us to assort handling units of different items for optimized shipping. Very soon we will be able to transfer pallets with handling units of the required goods from the high-bay warehouse to shipping instead of collecting individual items from the warehouse," says Kneer. The other project driven by bredent in the role of a design partner is the development of a 3D viewer for the product configurator in proALPHA. "This will enable us to present products in a three-dimensional view so that we can provide even better customer service," says Glück emphasizing the importance of the new development. "Digital services like the 3D viewer give us an edge over the competition. As a design partner of proALPHA, we are in a very good position here."

Full-range digitalization with mobile solutions

proALPHA also drives digitalization in the field service. The new ERP sales agent portal is a good example of this. bredent uses this mobile solution to optimize internal processes and enhance customer service. The field service can enter purchase orders in the ERP system through this portal while they are at the customer's site. Orders are entered in real time and without any media disruptions. "This prevents errors in the manual transmission, equally distributes our

"All functions relevant to medical technology were standard or could be customized to meet the requirements and demands. We needed little effort to integrate and validate proALPHA."

Lothar Kneer, head of IT, bredent GmbH & Co. KG

orders in staging, and accelerates the overall process," says Kneer and adds: "In the past, new orders used to come in all at once in the afternoon. In the morning, our field service was in meetings with the customers, and in the afternoon, they manually entered all the orders in the system. Today, this is done in one step. This saves valuable time. And most importantly, staging and shipping take place immediately after the order is placed."

Another advantage of the sales agent portal is the mobile access to the document management system in proALPHA. The field service can now access all documents anytime no matter where they are and immediately answer the customers' questions.

More internationalization, fewer third-party systems

bredent benefits from the comprehensive ERP system by proALPHA through more transparency, fewer interfaces, a better service and more efficient processes. "We want to continue on this path and actively contribute to it as a partner of proALPHA," says Kneer. There is no lack in ideas and plans. For instance, they want to keep on reducing the number of third-party systems. bredent is currently using about a dozen of them, and that is a downward trend.

Customer management will be fully integrated soon using the CRM module.

To promote internationalization and to further optimize logistics throughout the group, bredent's distribution subsidiaries around the globe will receive their own proALPHA ERP solutions one after the other. An unobstructed data exchange in real time with the headquarters is fundamental for this. The same applies to the connection of trade partners who work with other ERP systems. "The framework of proALPHA ERP makes this a child's play," says Kneer.

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User report