

# Cynosure SAP implementation



## QUICK FACTS

### Analogic Corporation

- Location: Westford, MA
- Industry: Life Sciences - Med Device
- Products: Light-based aesthetic and medical treatment systems
- Revenue: \$400M
- Employees: 900+
- Web Site: [www.cynosure.com](http://www.cynosure.com)
- Solutions: SAP Business All-in-One with EzLifeSciences (Medical Device) on HANA
- Partner: Answerthink

Cynosure is a leading developer and manufacturer of a broad array of light-based aesthetic and medical treatment systems. Our products are used to provide a diverse range of treatment applications such as hair removal, skin revitalization and scar reduction, as well as the treatment of vascular lesions. Cynosure currently holds 37 U.S. patents and markets over 14 different light based systems, representing advanced levels of solid-state, liquid and semiconductor laser technologies. Cynosure currently support customers in over 60 countries through our wholly owned subsidiaries and global distributors. Cynosure has been helping physicians and aesthetic business owners in the aesthetic laser market since 1991.

## Key Challenges

- Cynosure outgrew the legacy system
- No functionality to support the customer service operations in particular field service.
- Many manual and paper based processes.

## Objectives

- Provide one system that gives full visibility of all business activities.
- Implement quality reporting
- Provide users a more integrated view of ongoing business activities.
- Support aggressive growth plans

## Why SAP

- SAP is the best system to support the back office operations. Salesforce is used for all customer facing applications.
- Life Sciences solution with a large installed based.
- SAP provides organizations like Cynosure the capability to implement global standards on a single instance across the business

## Implementation Highlights

- Implementation of SAP ECC 6.0 included core functionality in the areas of Finance, Controlling, Purchasing, Inventory Management, Production Planning & Execution, Quality Management, Sales, Logistics and Service.
- Integration of SAP with several third party solutions, such as: Salesforce CRM, ProcessWeaver, ADP, Taxware and Paymetric.

## Benefits

- Solid foundation for future initiatives
- Improved operational effectiveness & control
- Streamlined best practice business processes across the organization
- Improved Customer Service Functionality

