

## CUSTOMER SUCCESS STORY

# Medical Device Startup Streamlines Operations with an Effective PLM Solution



## The Organization

EchoNous is a Seattle-based startup company, focused on the development and commercialization of high-performance miniaturized ultrasound and its fusion with artificial intelligence. The company's mission is to maximize ultrasound access and create value in global medicine.

## The Challenge

As EchoNous began to scale out its operations, the team realized that it needed enterprise quality management software tools to control its Bill of Materials (BOM) and more. To support these goals, EchoNous initiated the search for a product lifecycle management tool that would fit its needs. Many employees had worked with PLM solutions in the past, but all too often these tools were labor-intensive to configure and customize. In addition, they demanded significant IT involvement to maintain the necessary on-premise hardware infrastructure and were difficult to integrate with manufacturing, ERP, and CRM systems.

"As a fast-moving startup, we knew that we needed a product lifecycle management tool that was flexible and agile," said Trish Liau, Regulatory Affairs Manager / Project Team Lead.

## The Solution

EchoNous evaluated a variety of product lifecycle management systems. As part of the search process, the company met with IMAGINiT Technologies and learned about Autodesk Fusion Lifecycle. This solution seemed like an ideal fit for a lean, startup firm for several reasons:

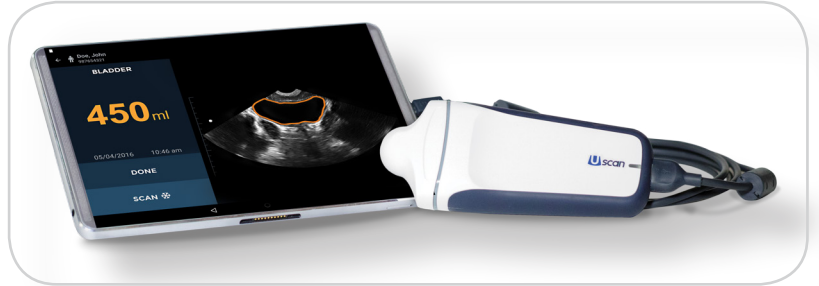
- Since Fusion Lifecycle is cloud-based, IT resources aren't needed to configure and maintain hardware or handle software upgrades.
- The platform is designed for easy integration with other critical information systems.
- The user interface is intuitive, so minimal staff training is required.
- The system can be customized easily, without a team of dedicated configuration analysts.
- A mobile app enables users to interact with the system anytime, anywhere.

Based on these factors, the EchoNous team agreed that IMAGINiT's PLM solution was the best option to support its business.



## Implementing Autodesk Fusion Lifecycle

EchoNous signed the agreement with IMAGINiT and the company's first Fusion Lifecycle workspaces were up and running in 2 months, which is record timing for PLM implementation. The system implementation was divided into three phases, each lasting around 20 days:



- Phase 1; IMAGINiT implemented the workspaces needed to support Items and BOMs, Change Management, and Assets and Records Management.
- Phase 2; focused on standard operating procedures for Training and Deviations.
- Phase 3; IMAGINiT and EchoNous worked together on Supplier Management, CAPAs (corrective and preventative actions), Complaint Handling, and Audit Management.

## The Results

The EchoNous team immediately began using the solution to support its operations. "Fusion Lifecycle is easy to search and navigate. We like the workflows and approval system. For example, we created a predefined list of approvers for change notifications which saves us time. In addition, the team uses the mobile app to quickly approve change notifications," said Liao.

As well, the customizability of the system has been highly beneficial. EchoNous recently took over some manufacturing processes from an Australian subsidiary. Liao noted, "We adopted Signostics' processes, but thanks to Fusion Lifecycle's configurability, we've been able to tweak those workflows to meet our needs."

## Looking Ahead...

In the coming months, EchoNous will expand its use of Fusion Lifecycle. The company is automating more tasks which will save significant time. In addition, EchoNous will be integrating Autodesk Fusion Lifecycle with NetSuite, Salesforce, and a Manufacturing Execution System (MES) to create a robust IT infrastructure for the business.

According to Trish Liao, "Fusion Lifecycle is great for startups. Our favorite aspects are the customizability, the intuitive interface, and the automation. The cloud-based platform is far more efficient than an on-premise tool. We'd definitely recommend both IMAGINiT and Fusion Lifecycle to other fast-growing businesses."

## About IMAGINiT Technologies

IMAGINiT Technologies, a Rand Worldwide Company, is the world's largest provider of enterprise solutions to the engineering community, including the building, manufacturing, civil and mapping industries. With over 25 years of experience, and 45 offices throughout North America, we provide the expertise, training and support to help companies realize the full power of design technology, maximize ROI and gain competitive advantage.

IMAGINiT is a leading provider of Autodesk software solutions and the largest North American Autodesk Authorized Training Center (ATC) partner. All of our locations are supported by a vast pool of engineering resources focused on developing real-life business solutions for their local clients.



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