



MicroVention's Mobile Strategy



The Big Picture

MicroVention is a rapidly growing medical device company that is pioneering the development of catheter-based technologies for the endovascular treatment of peripheral and cerebral vascular diseases.

Apps Deployed:

- Inventory Count
- Asset Management
- Warehouse Management

Deployed In:

- United States
- France
- Germany
- United Kingdom

Mobile Devices Supported:

- iPhones & iPads
- Windows-based devices
- Android phones & tablets
- Ruggedized devices

“Replacing our pen and paper processes with MobileFrame’s solution increased the efficiency level of our field force by at least 80%... MobileFrame’s solution allows us to easily make changes to our apps as our requirements change, which was very important to us when selecting this software.”

- Somchai Moy, MicroVention Project Manager

The Business Challenge

MicroVention employs sales representatives who are responsible for conducting inventory counts at various hospitals where their products are used. Prior to installing MobileFrame, the reps recorded these inventory counts on paper forms, then reconciled the figures against the actual inventory by reviewing reports generated from their Expandable Software backend. Office staff then had to manually enter this data into their systems, which often resulted in transcription errors, wasted labor hours and was an inefficient use of the staff’s skills.

Several years ago, MicroVention automated these processes using a MobileFrame solution (on Windows Mobile devices) that integrated to their Expandable backend. As technologies have changed, MicroVention found themselves needing to update their software to run on modern devices (iPads, iPhones, Android, etc) while simultaneously switching to a JD Edwards backend system.



The MobileFrame Solution

Given the success of MicroVention's prior MobileFrame projects, they knew that MobileFrame's mobile app development platform would greatly simplify the process of updating their entire technology stack. MobileFrame's solution allowed MicroVention to quickly and easily port their existing solution to modern devices (and simultaneously replace their old backend with an integration to JD Edwards).

MobileFrame's solution allowed MicroVention to create mobile apps that were completely customized to their new requirements. These apps capture photographs, voice notes, sketches, digital signatures, barcode scans, and more... all from a single, user-friendly mobile app. Now when sales reps are performing inventory counts, they simply scan a product's barcode and all associated data is automatically populated from their database; this allows reps to quickly reconcile the inventory count registered in their JD Edwards system with what is actually on hand at the hospital.

Since the MobileFrame platform allows Microvention to create an unlimited number of mobile apps across their entire organization, they also deployed mobile apps to manage their warehouse operations such as shipping & receiving logistics.

The Bottom-line Results

1. Easily replaced Expandable Software backend with JD Edwards (fully integrated)
2. Quickly ported previous Windows Mobile apps to modern devices (iOS, Android, etc)
3. Obtained accurate real-time inventory counts at each customer location
4. Immediate 80% increase in field sales reps' efficiency
5. Boosted productivity of office staff
6. Eliminated transcription errors (in the field & the office)



To learn more about the MobileFrame Platform, visit www.MobileFrame.com