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Willkommen in der

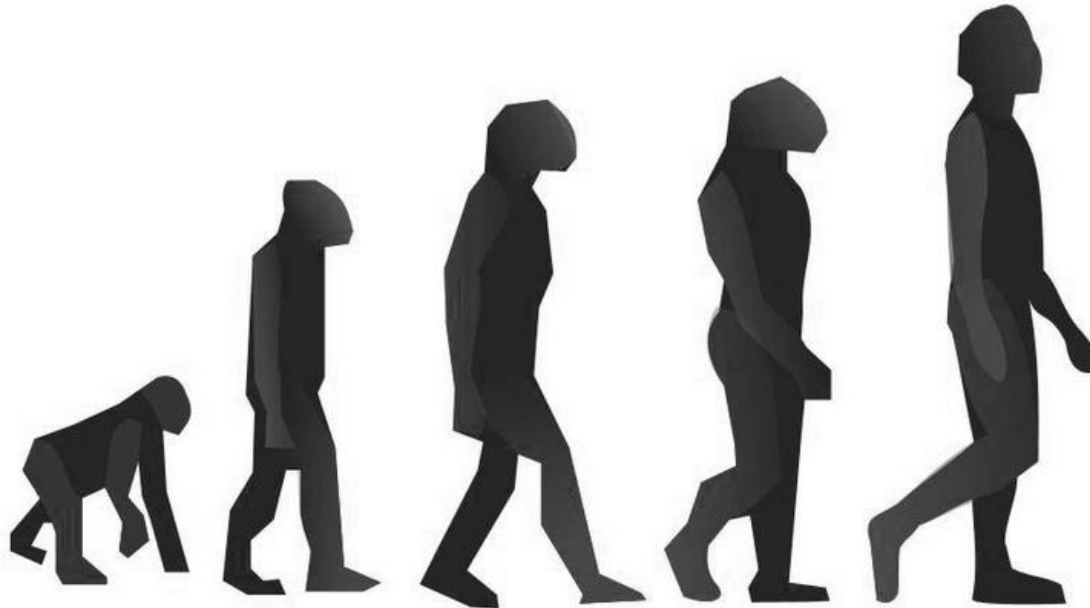
**Welt der Publikationen!**

**seit 1799**

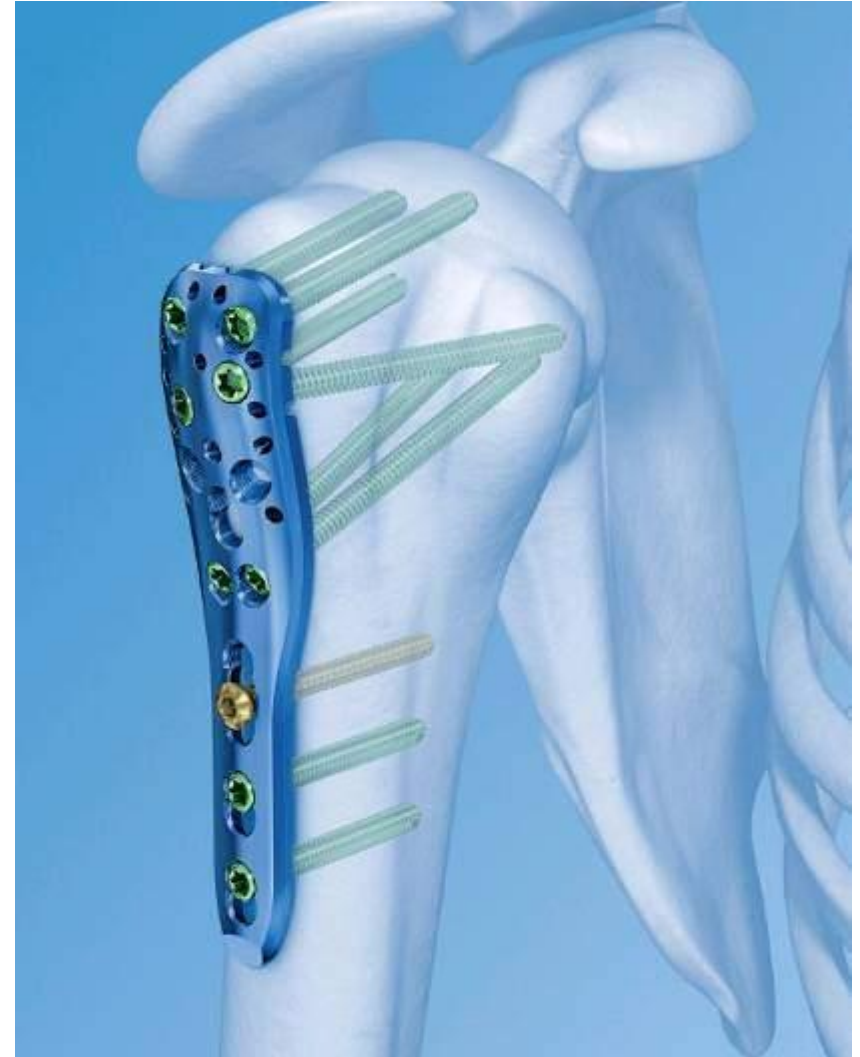
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# Synthes Catalog

Catalog Evolution



- Synthes
- Vision
- Clinics
- Catalog
- Requirements
- Conclusion



- Synthes is a leading global company in the medical device industry and market leader in traumatology
- American group with meaningful Swiss history
- Sales 2010: US\$ 3.7 billions
- Net earnings 2010: US\$ 908 millions
- 11 400 employees (Dec 31, 2010)
- Listed on the Swiss stock exchange since 1996 (SYST.VX)



- We develop, produce and market instruments, implants and biomaterials for the surgical fixation, correction and regeneration of the human skeleton and its soft tissues



## Synthes

### Trauma



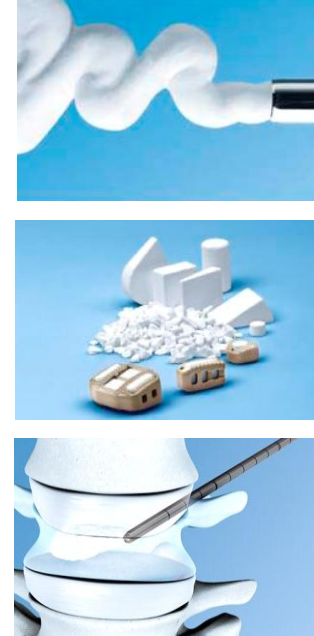
### Spine



### Cranio-Maxillofacial

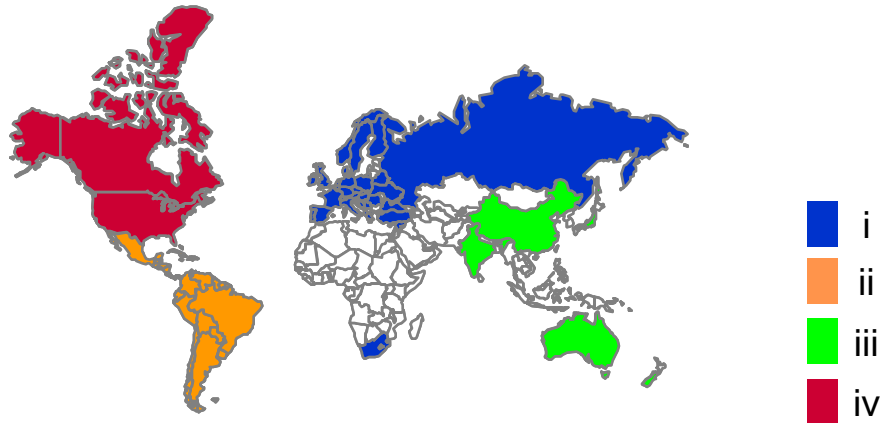
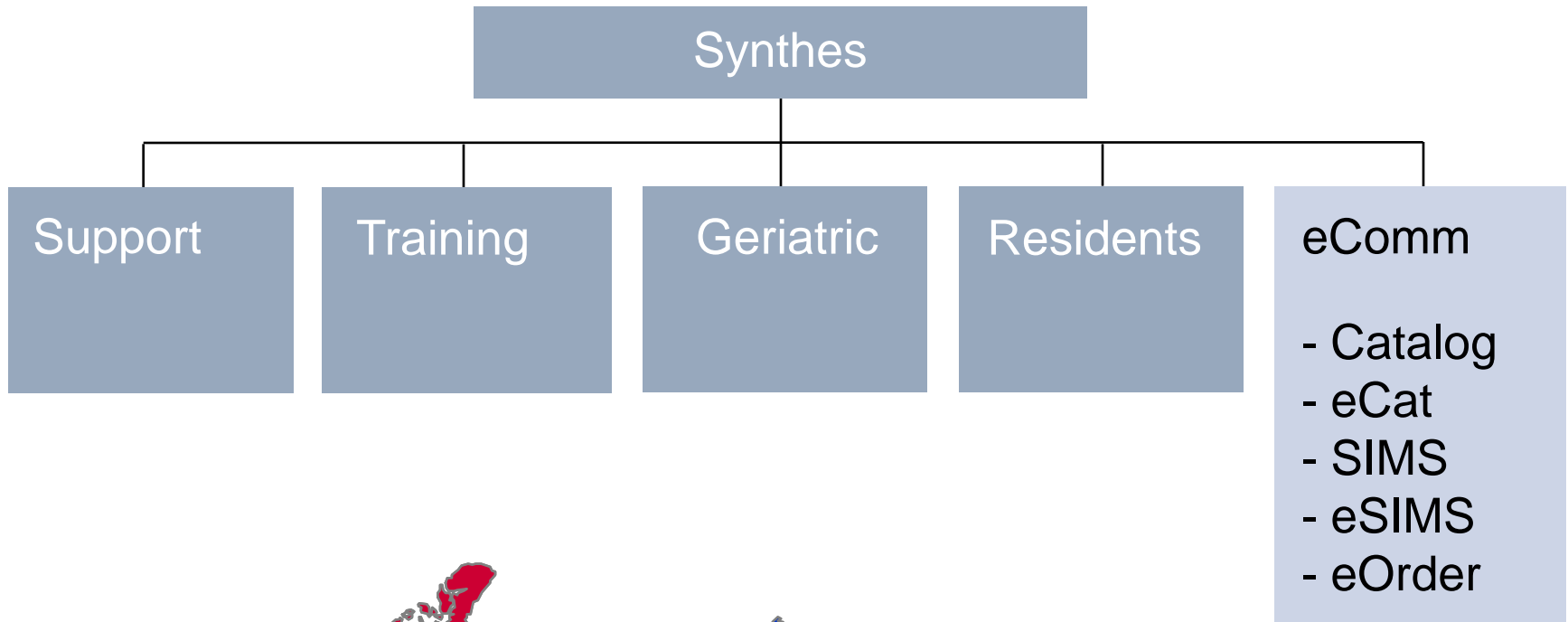


### Bio-materials

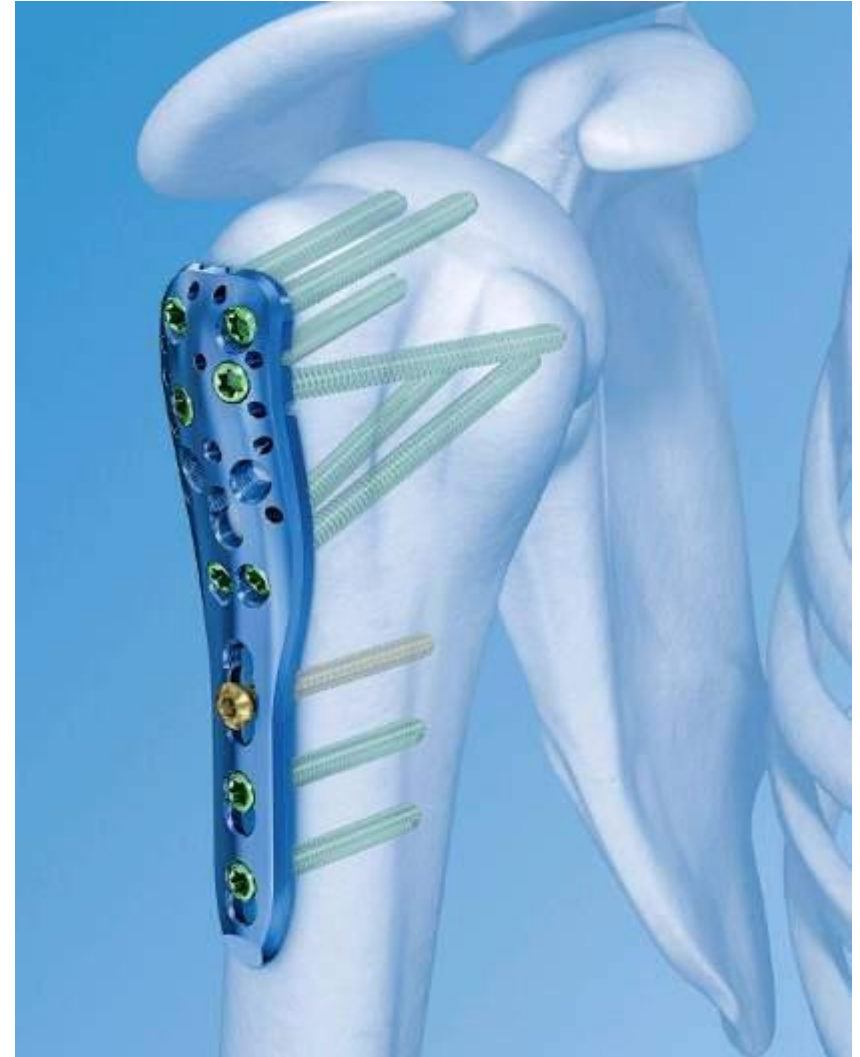


### Power Tools

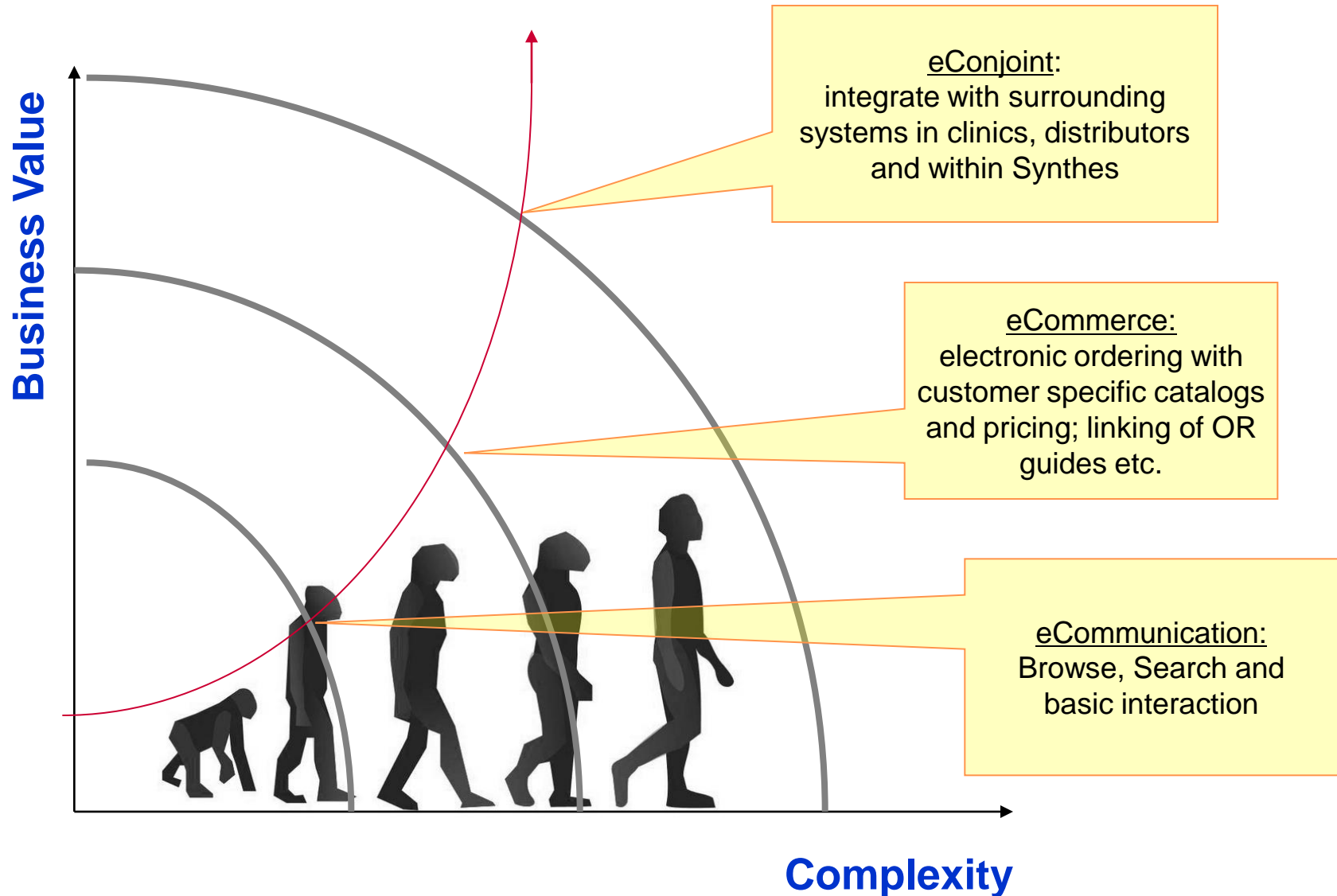


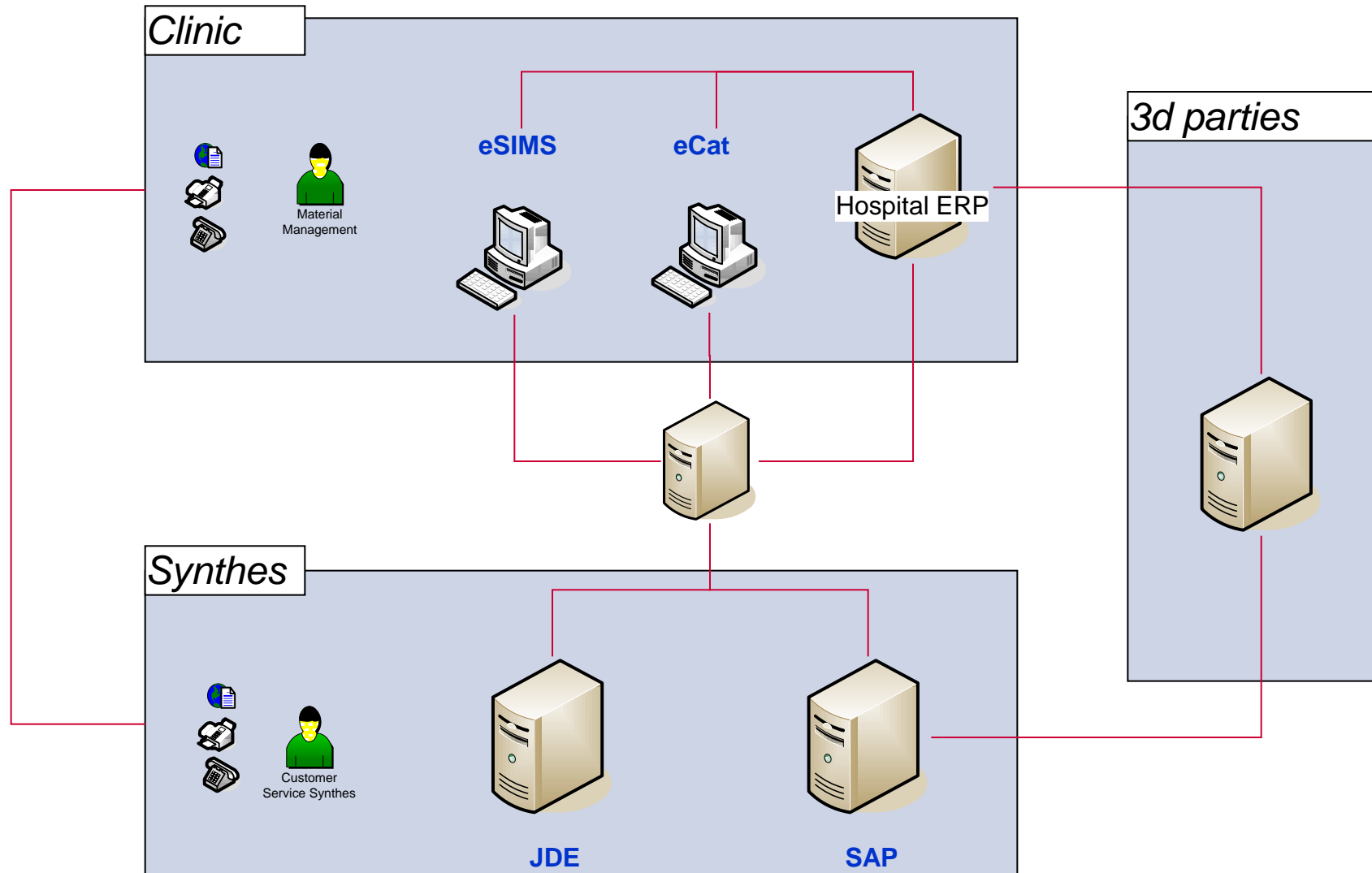


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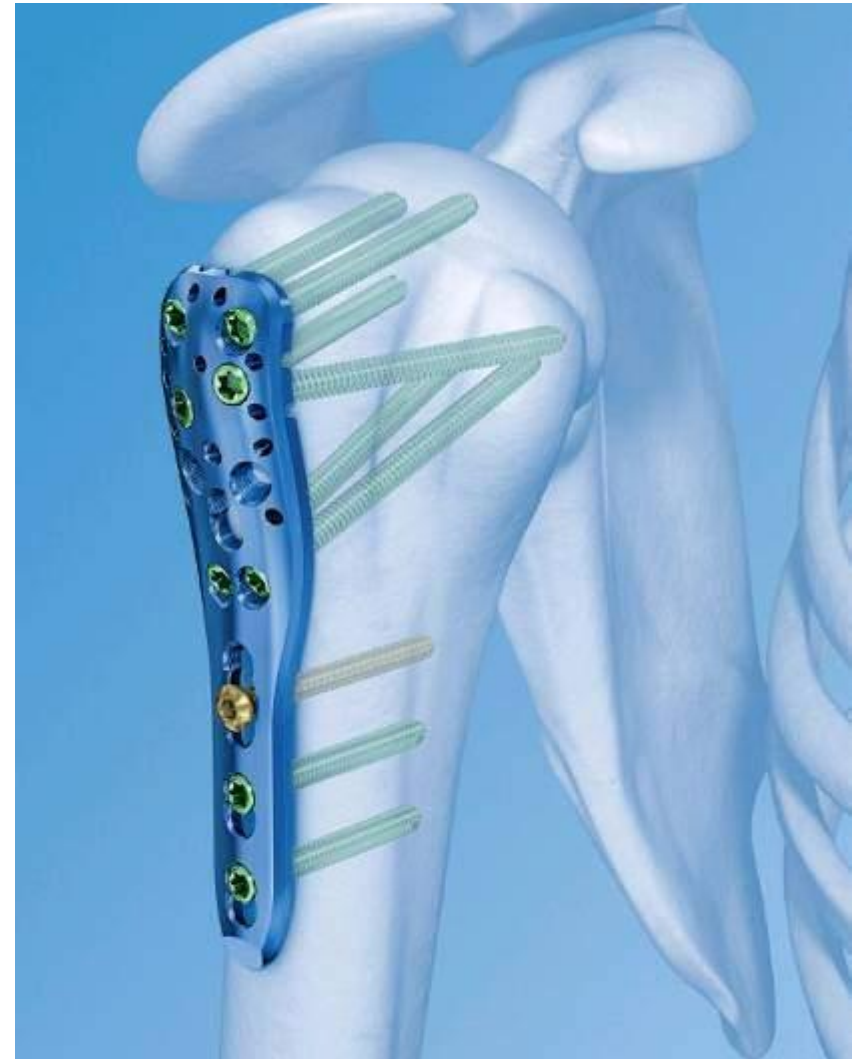








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Legislation

Board of Directors

Politics

Administrative Officers

Clinical Services

Clinic I

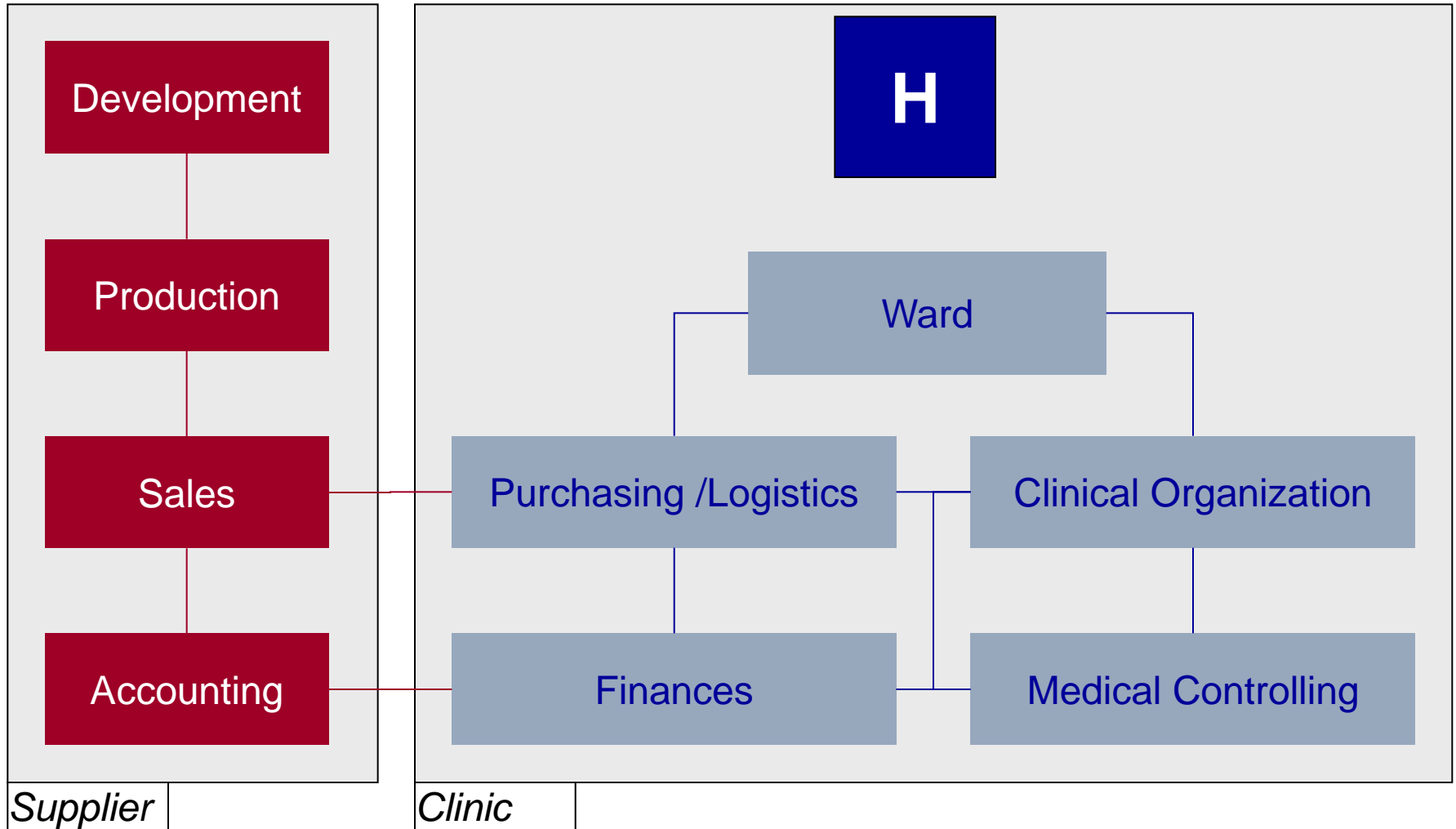
Clinic II

Clinic III

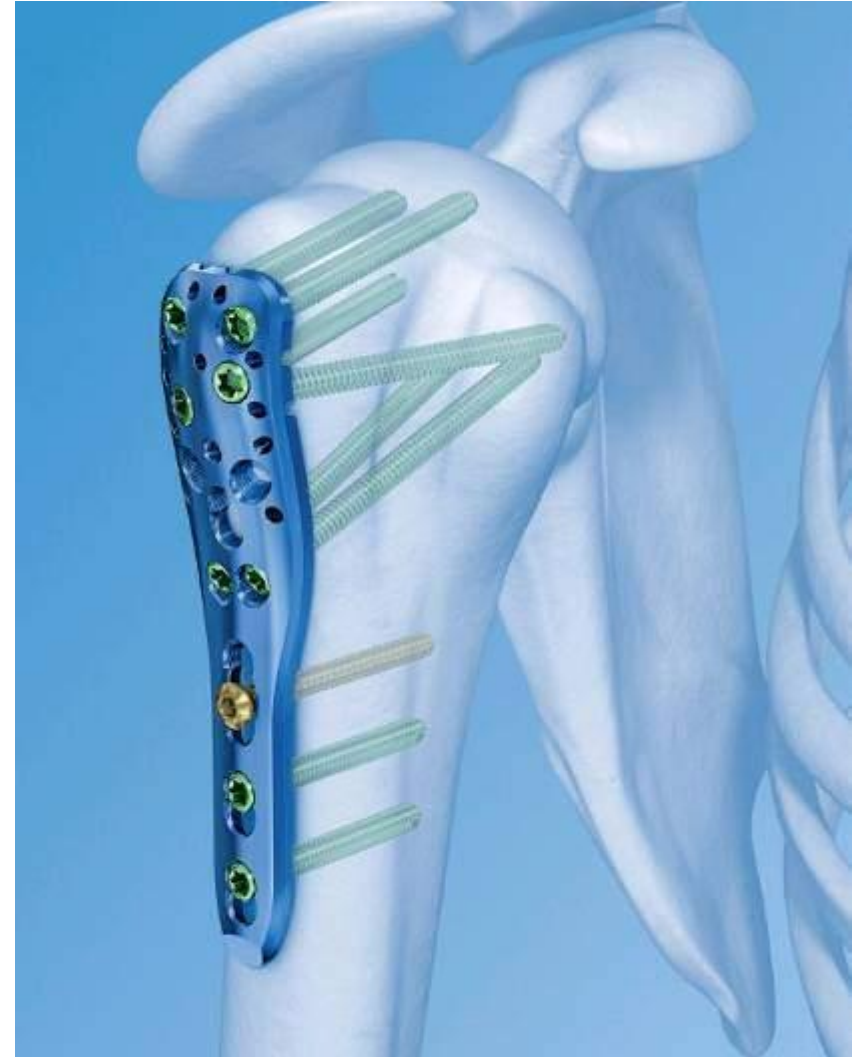
Clinic IV

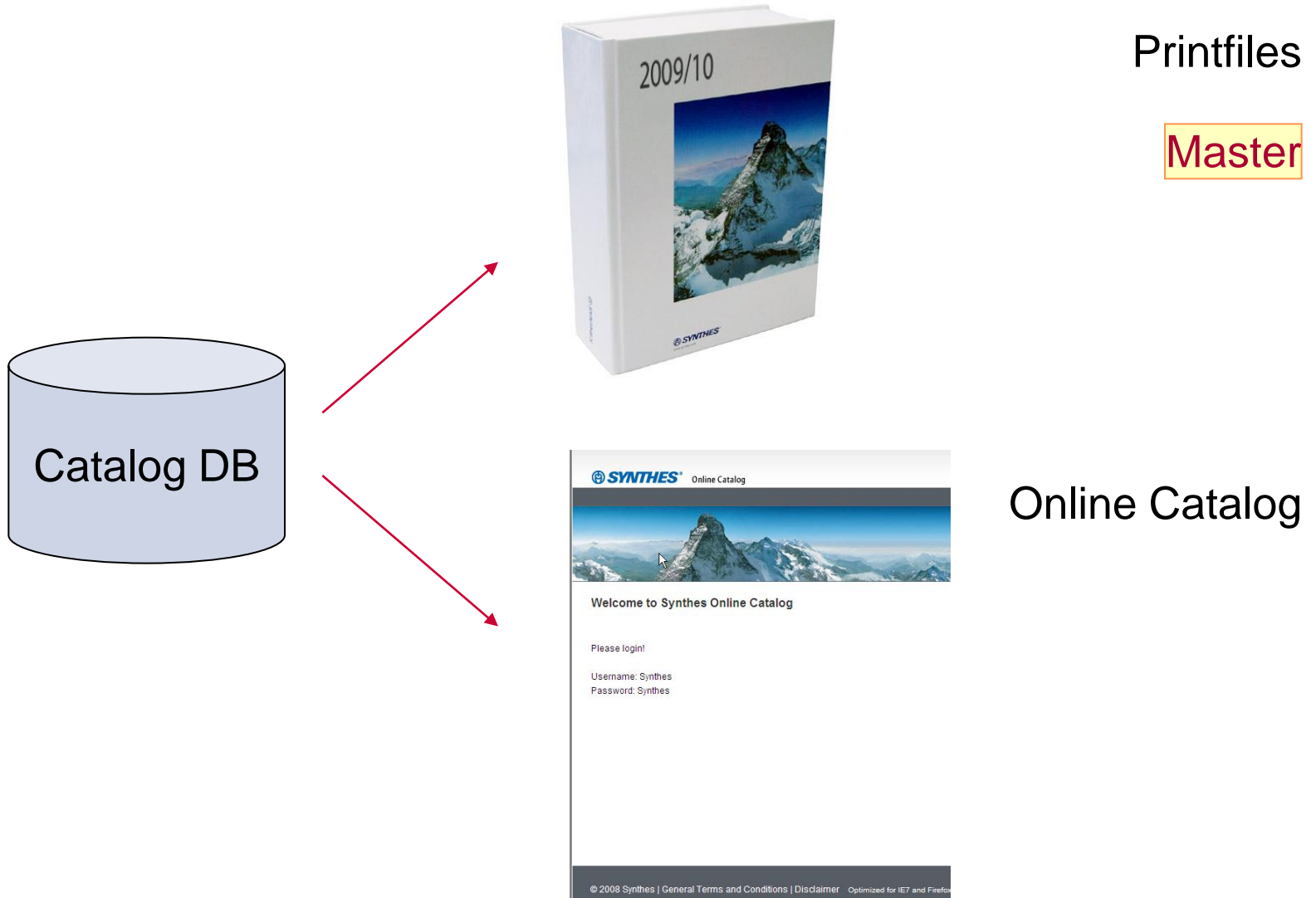
Support Services

- Finances
- Logistics
- Human Resources
- Hotel
- Infrastructure
- Marketing
- IT
- etc.

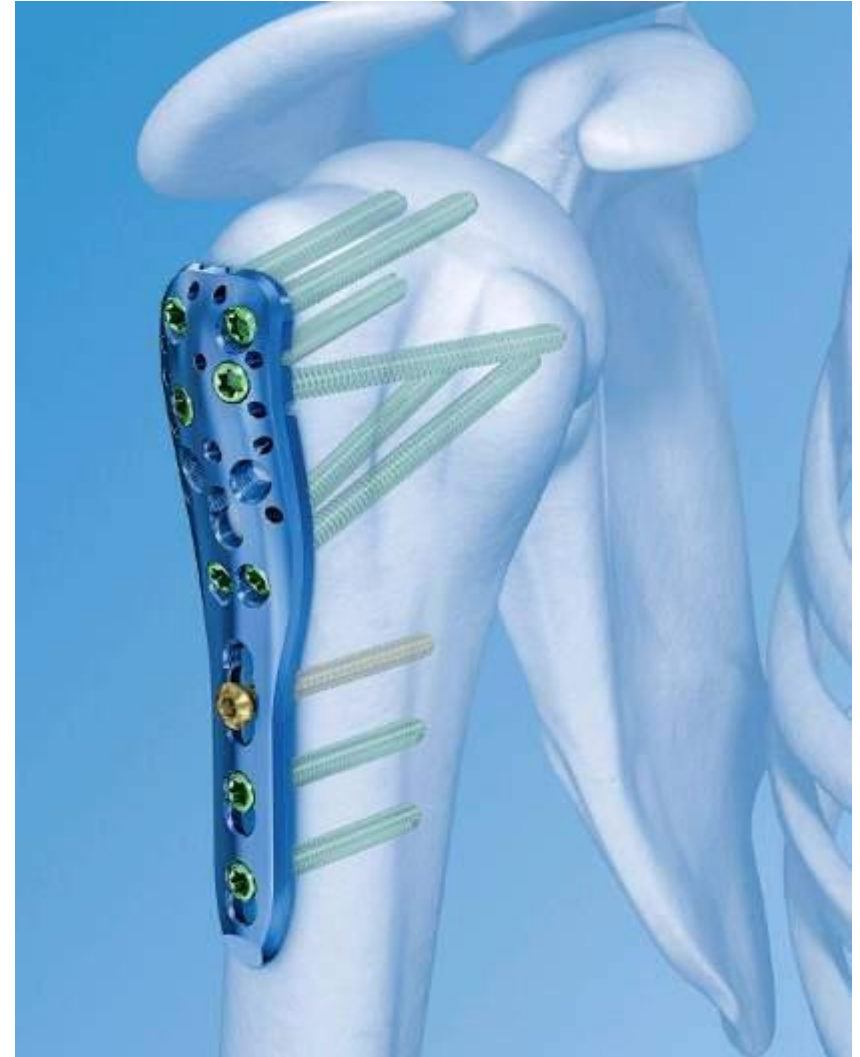


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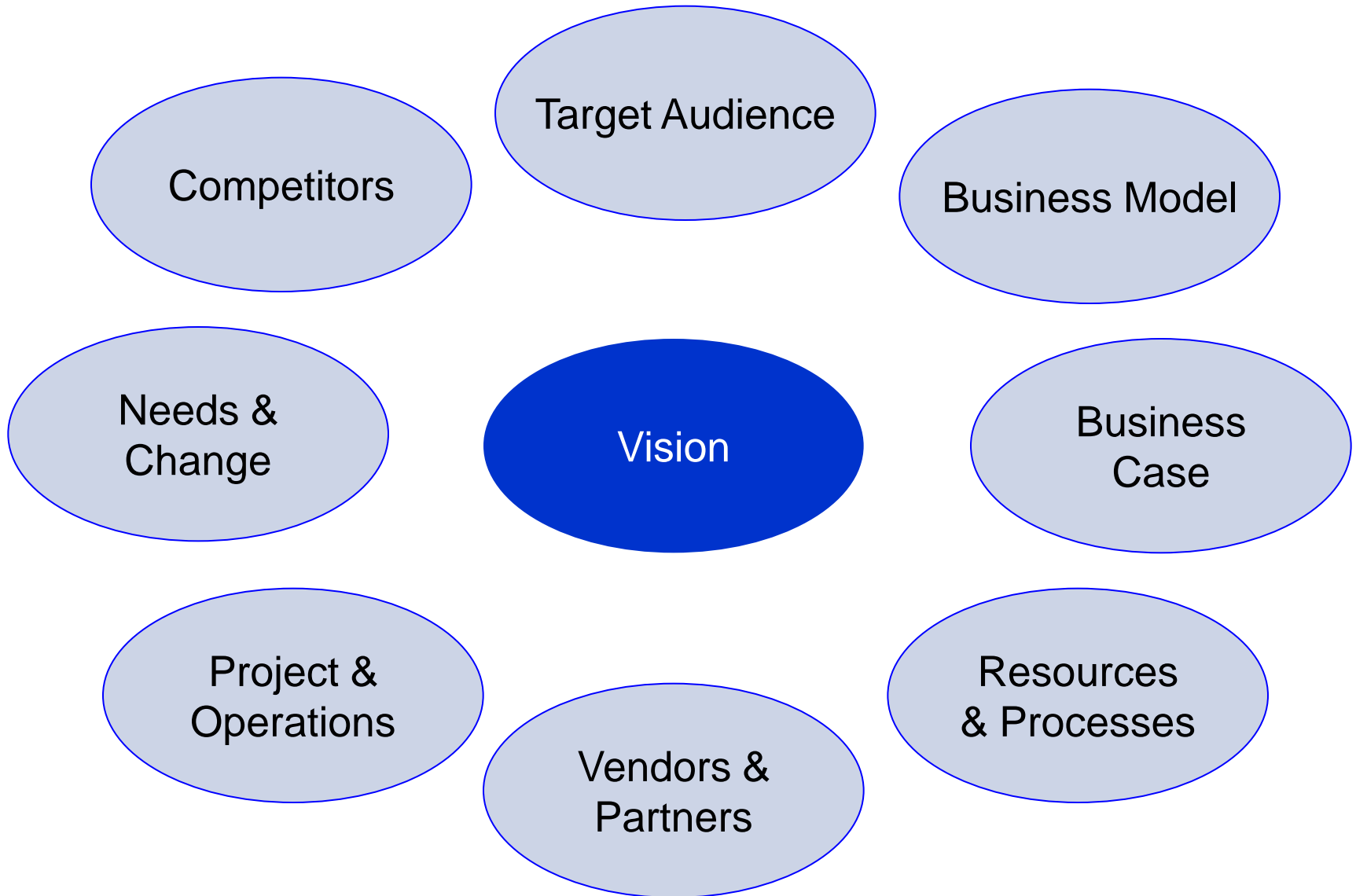


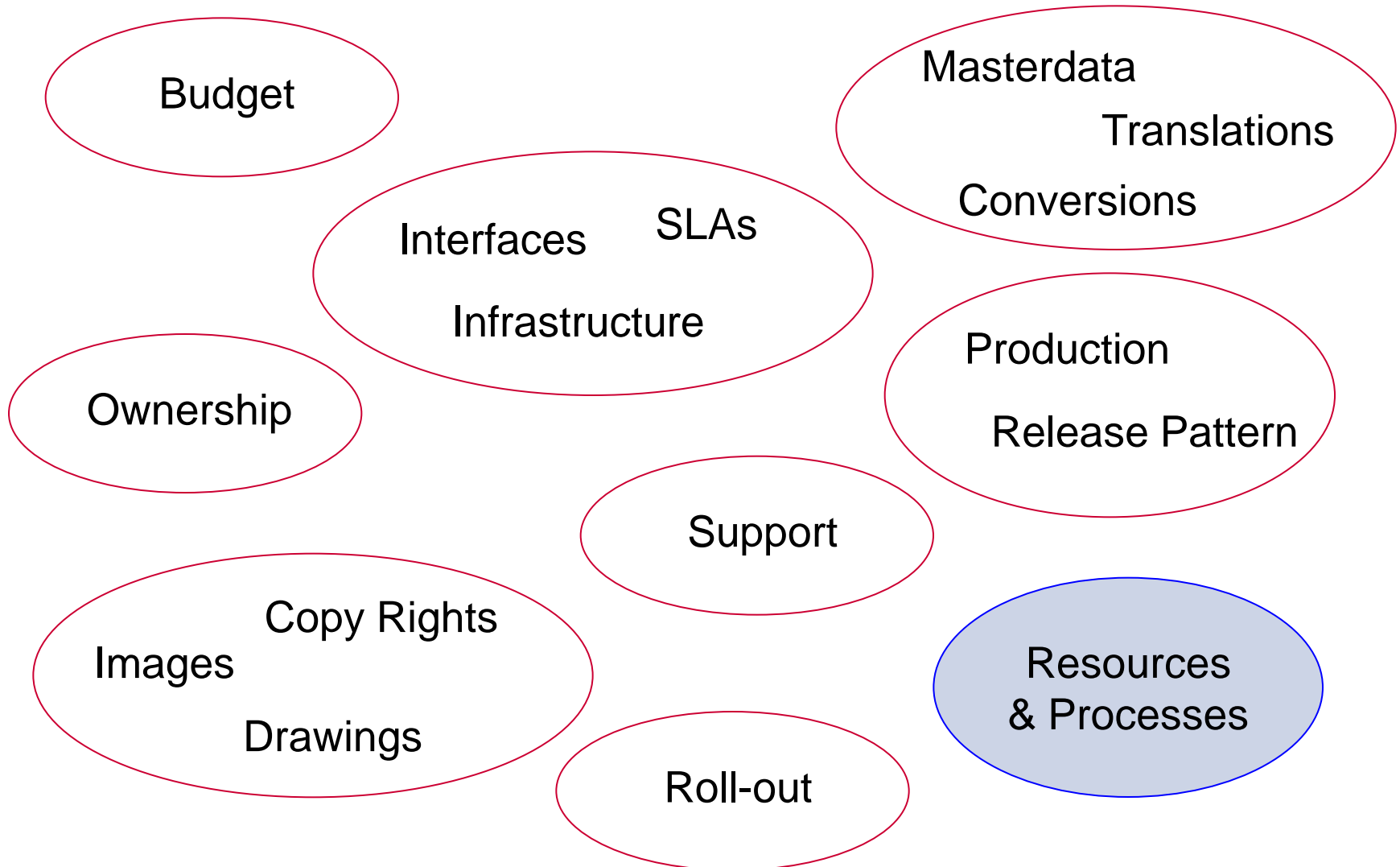
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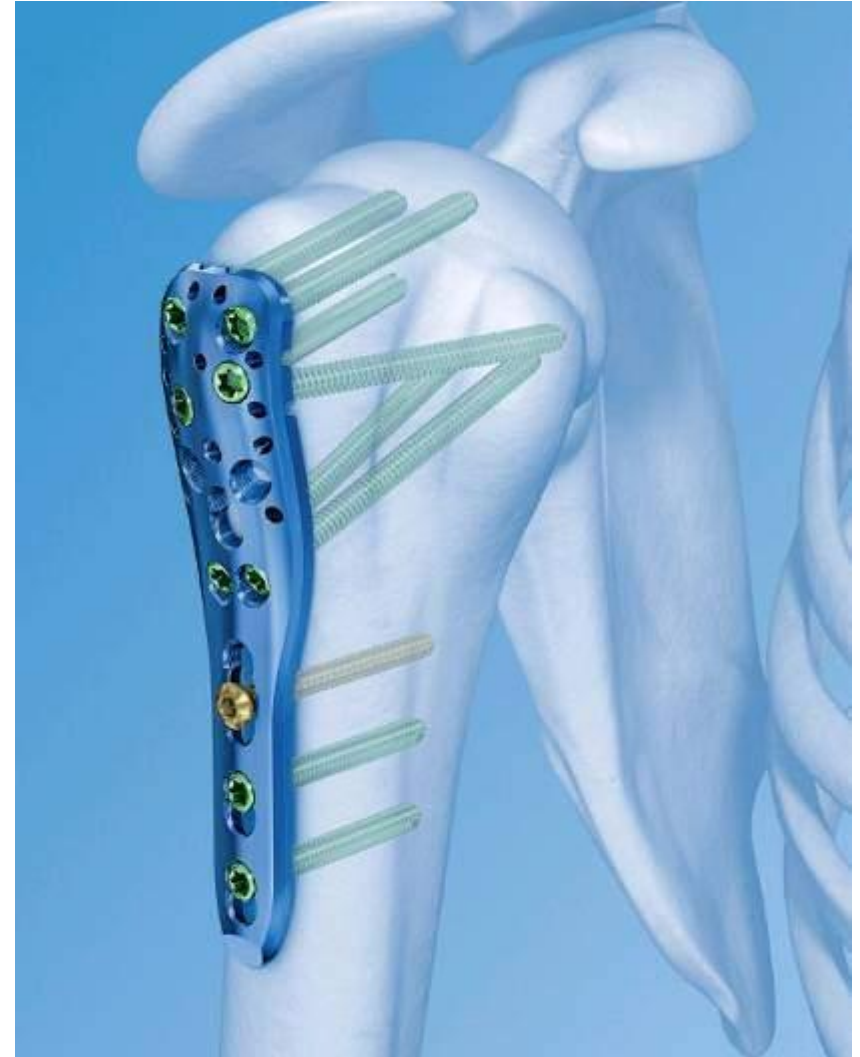
Dimension	High Level Requirements
Interaction	use standard formats (xml, pdf, excel)
Output	allow for multiple formats
Simplicity	use LCD formats (pdf, excel)
Connectivity	allow for system interaction: eCat and eSIMS
Scalability	Staged roll-out
Customization	provide dedicated login mechanisms
Recognition	Stick to printed cat as close as possible





	Decision
Buy vs. Make	BUY (100%), but scalable over next couple of months and years
Standard vs. Individual Dev.	Requirements imply Individ. Development -> high impact on Software Validation
Static vs. Dynamic	Static, following Synthes approval process
Host in-house vs. external	In-house (after negotiation with IT infrastructure)
Local vs. Global	Global except US / Can
Ownership	Product Developm. owns content, Sales advises
Primary Target Group	Sales Staff prior to Clinics
Integration B2B	Start small and grow organically

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Understand	Manage	Provide
- Yourself	- Expectations	- Low hanging fruits
- Customers	- Change	- Scalable Solution
- Markets	- Risks	- Roll-out
- Benchmarks	- Vendor & Partner	- Support
- Issues	- Stakeholders	- Training
- Opportunities		- Vision

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# Thank you for your Attention!

Matthias Hold

Synthes GmbH, Switzerland

