

# Implementing a Unified Service Management Solution Delivers Increased Efficiencies



## Customer Quick Facts

**INDUSTRY:**

Medical Device

**SIZE:**

900 employees, 250 technicians  
(70 partner licences)

**HEADQUARTERS:**

Yokne'am Illit, Israel

**WEBSITE:**

[www.lumenis.com](http://www.lumenis.com)

## Solutions

- ServiceMax Enterprise Edition for Laptop
- ServiceMax Partner Portal
- CRM: Salesforce
- ERP: SAP

## Challenges...

- Multiple databases across regions
- Service revenue leakage
- Lack of visibility into inventory and pipeline

## Applying technology led to...

- Increased visibility through integration with ERP and CRM systems
- Better compliance with FDA regulations
- Dispatching an engineer with the correct part for the job

## The road to success is delivering...

- Increased first time fix rate
- Increased customer and employee satisfaction
- Elimination of fourteen databases for service into one unified, global platform

**"From a logistics perspective, we needed to create a single global service process that enabled us to deliver an increased first time fix rate."**

Amir Belferman, CIO, Lumenis

## Challenge

For Israeli headquartered Lumenis, servicing a product range that includes ophthalmic and surgical medical equipment in a timely, efficient, manner is often critical so that patients can receive vital treatment, but technicians were often hindered by an inefficient legacy system that meant data was being lost and incorrect parts were occasionally being shipped to the client.

“We needed to improve the way the service team was working based on better technology with better processes and better efficiencies” explains Amir Belferman CIO at Lumenis. “We needed the ability to provide easy to use reporting tools to control what exists in the field, what exists in the inventory and what exists in the pipeline - we needed this 360 degree view platform to enable us to deliver a higher first time fix rate.”

Since 250 engineers are working on up to 8 appointments per day, there was widespread frustration when incorrect parts were shipped to the client and debriefing work orders took much longer than expected. Working in remote locations and hospitals also required the ability to work offline - “one of the major things we needed to test was an offline tool and we were very impressed with the connectivity.” Amir adds.

The legacy system also effectively cut off the technicians’ ability to report on opportunities, leading to revenue leakage. “In the past the service team could say to us ‘we’re losing information, it’s not working, etc...’ Today they no longer have this excuse. They have the best reporting technologies available to them,” Belferman says. In the past, engineers didn’t always have the historical information on the product history, contract type and service level agreements meaning valuable knowledge was often lost and upsell opportunities were few and far between.

## Solution

Lumenis’ desire to increase service revenue and consolidate processes drove the shift away from its legacy platform. Given Lumenis were using SAP as their ERP system their first thought was to implement SAP for service although upon analysing Belferman and his team discovered that ServiceMax’s cloud-based field service management solution met the requirements for speed, visibility, time to implement, easy integration and cost.

“From a logistics perspective we needed to create a single global service process, and we knew that with ServiceMax we could be live within four months in North America,” Belferman says. “We were very impressed with the way it works, the way the processes are easy to maintain” he says. “We compared the solutions for budget and resources perspective, and after five years ServiceMax was the most cost efficient.”

Lumenis also leveraged ServiceMax’s extensive partner network to implement locally and integrate with the existing ERP system for visibility into inventory and the ability to order parts. “We used a middleware called Jitterbit to build around 20 interfaces between ServiceMax and SAP, and the integration project was completed within two months.”

ServiceMax managed the implementation along with local Israel-based partner Uptima, Belferman notes: “We were truly working together as one team, Uptima, ServiceMax, Lumenis IT, everyone put time, effort and money into the project and everyone really focused on delivering the solution.” The system was purchased in January 2014 and went live in North America on July 1, 2014. The company later deployed ServiceMax across its EMEA and APAC service teams. “What was really rare and amazing was that we deployed to EMEA and APAC by ourselves with just one or two resources, this could never happen with some of the other software vendors,” Belferman says.

## Results

“We were very connected with the service group and this is one of the reasons why the project was successful... Our technicians are very satisfied due to the quality of the solution and the user-friendly interface - compared with the legacy system they were using it’s totally different. We know they’re satisfied as we’re in touch with them on a daily basis,” Belferman says. No longer do technicians arrive at the customer site without visibility into the product history, know-how to fix the problem or an incorrect part.

Lumenis’ main strategic objective of unifying multiple databases into one single, global platform has been achieved. “We managed to eliminate 14 different databases and moved to one single database,” Belferman explains, “now we have one global, service process... delivered to them on one device.”