

Edwards Lifesciences creates life-saving technologies with IBM WebSphere Business Integration technology.



Finding the way through the product development maze

Managing product lifecycles is exceptionally challenging, especially in complex environments. From the birth of ideas through the final manufacturing and distribution processes, opportunities for error, duplication of effort and lost revenue abound. In a world where accuracy and time-to-market are of paramount importance, an airtight and collaborative product commerce solution is the key to success.

According to Dave Broussel, Editor-in-Chief of *Managing Automation*, collaborative product commerce means applying information technology (IT) to the entire product lifecycle.¹ Designing, engineering, building, delivering and servicing a product are accomplished by electronically sharing intellectual capital across internal and external functional boundaries.

Overview

■ Challenge

Design and implement a system to manage Bills of Materials (BoMs) to save time, money and resources, and to speed time-to-market

■ Why IBM?

Strong technology, exceptional knowledge-transfer expertise, full integration partnership and forward-thinking mindset

■ Solution

A fully integrated IBM WebSphere® Business Integration technology solution that manages the entire BoM lifecycle, from conception through production

■ Key Business Benefits

Speeds time-to-market; saves significant time and resources throughout product development, implementation and production processes; company is well-positioned for future growth

A company with heart needed new information veins

Edwards Lifesciences is a global leader in products and technologies to treat advanced cardiovascular disease. Headquartered in Irvine, California, Edwards Lifesciences focuses on heart valve disease, coronary artery disease, peripheral vascular disease and congestive heart failure.

Spun off from Baxter International, Inc. in 2000, Edwards Lifesciences faced challenges in becoming a self-sustained world leader: after having been accustomed to the support of a large enterprise, the company found itself in a new business mode. Edwards Lifesciences needed an IT solution that could manage the lifeblood of its business, BoMs, from idea inception through manufacturing and distribution.

Because Edwards Lifesciences firmly believes that good ideas come from anywhere within the company, it was open to new ways of doing business. Recognizing that the process of implementing is critical, Edwards Lifesciences spent considerable effort deciding on the vendor that could address its current needs while positioning the company for the future.

How new ideas are born

In the world of saving lives, it's essential to be open to new ideas, wherever they're from. At Edwards Lifesciences, everyone from engineers to the sales force is encouraged to create new ways of solving problems and creating products. The company's innovation chain runs from the first glimmerings of an idea through comprehensive research and development, engineering and product manufacturing and distribution.

The key for Edwards Lifesciences to develop and manufacture products successfully lies in an information chain in which no links are broken.

The solution is IBM WebSphere Business Integration

After an extensive vendor review process, Edwards Lifesciences chose IBM to create and implement its IT solution. Criteria included choosing a vendor that offered exceptional standards-based technology, thorough training and knowledge transfer, creative financing and, most importantly, a trusted partnership to help propel the company successfully into the future. The IBM WebSphere Business Integration (WBI) platform is the next step in the evolution of the proven leadership IBM has

demonstrated in integration middleware, and provides a “future-proof” approach to enterprisewide integration. The WBI platform, with its particular focus on business process integration, is a major step forward in creating a bridge between business strategy and IT systems. WBI is built on IBM CrossWorlds® technology, and its pre-built integration components enable swift integration at an extremely low cost.

Using IBM CrossWorlds connectors—tools for linking to applications—companies can leverage business objects to integrate new and legacy applications with their businesses quickly. IBM CrossWorlds technology connects to applications and maps new generic business objects to existing business objects—such as a manufacturing material or an employee identity. The generic objects, based on industry-standard formats like Java™-based technologies and Extensible Markup Language (XML), can translate seamlessly between applications.

A three-phase solution

In their WebSphere Business Integration solution, Edwards Lifesciences found a method to open the gates to move product information in and out of product development systems. In the first phase, the company used IBM CrossWorlds pre-built connectors for Metaphase workflow, Oracle and Jtext and implemented a publish-and-subscribe model for information. This model enabled users to easily create, retrieve, update and delete data within and between any of the above systems.

The second phase put these connectors to work with a combination of technologies that included Web-based transactions, the Metaphase environment for workflow and WBI to move the information between product development, business development and executive information systems. This phase was small in scale and gave Edwards Lifesciences experience with a real-world production type of implementation. According to William Cortez, Director of Knowledge Management for Edwards Lifesciences, it was an enormous success and enabled the company to easily move to the third phase.

Key Solution Components

Software

- IBM WebSphere Business Integration
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The final phase, planned for third quarter, 2003, includes the Enterprise Item Master—managing the BoMs throughout the entire lifecycle process. Research and Development will be able to play freely with ideas outside of a normal, constrictive change-management system while capturing design and content information. An automated BoM transfer will eradicate the need for repetitive information entry of drawings, labelings, product specifications and other information. With this solution, Edwards Lifesciences anticipates finding a way to use WBI as a design portal because of its powerful IBM CrossWorlds connectors. With a single query, the company will be able to receive information from multiple systems.

Managing transactions, effortlessly

The process begins with a pre-released BoM. That BoM is initially triggered in the Metaphase workflow application and is published into the IBM CrossWorlds InterChange Server, which manages both the data and the relationship into the manufacturing system, and eliminates the need for manual entry.

The heart of success

Edwards Lifesciences has realized its goal of streamlining processes and speeding time-to-market for products that save lives. The company has reduced strain on its resources, freeing staff to create and implement crucial products. The easy-to-use WBI solution gives Edwards Lifesciences the power and flexibility it needs to succeed as a world leader.

IBM WebSphere Business Integration continues IBM leadership in integration middleware, providing Edwards Lifesciences with an extensible approach to internal and external business process integration.

For more information

For more information about IBM WebSphere Business Integration, please visit:

ibm.com/websphere/integration



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¹ *Managing Information* Webcast, "Unlock the Value of collaborative product commerce with business integration," September 2002.