



Medtronic Standard Product Identification “SPI”

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Medtronic, Inc.



Medtronic

- Founded in 1949, Medtronic has grown to become the world's largest independent medical technology company
- World HQ in Minneapolis, MN - USA
Regional HQ in Switzerland and Japan
- Operate from over 250 facilities globally and doing business in more than 120 countries



Medtronic

Spinal and Biologics



Diabetes



Surgical Technologies





Medtronic

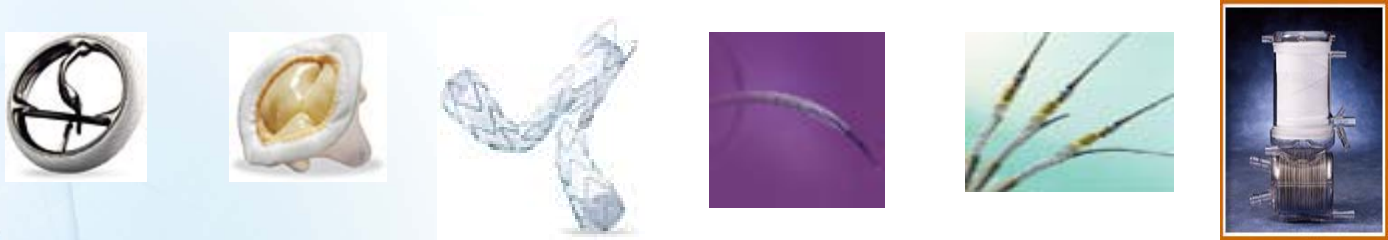
Cardiac Rhythm Disease Management



Neuromodulation



CardioVascular



Pre-SPI Challenges

- Multiple ERP systems
- Diverse business rules for product identification
- Systems integration difficulty
- Multi-layered product identification scheme
 - ❑ **12345** = Model Number - family of product
 - ❑ **12345-67** = Product Number - the product (F,F,F)
 - ❑ **12345-67C** = Catalog Number - product and package configuration
 - ❑ **xxxxxxxx** = Manufacturing Item Number - top level assembly/BOM
 - ❑ **xxxxxxxx** = Batch/Lot or Serial Number - production identifier
 - ❑ **(01) 10681490224748** = GTIN
 - ❑ ***+M1261836105*** = HIBC
- Two different standards for AIDC

Standard Product Identification

- **Product Number:** High level identifier used to facilitate immediate recognition by customers and used in marketing.
- **GTIN:** *Uniquely* identifies a product AND its package configuration



(01) 10222222333334(17) 091231(10) A1345E(21) 1234



GTIN (Global Trade Item Number)



Expiry Date



Batch No.



Serial No.

- **Production Identifier:** Batch/Lot or Serial Number used to identify a product at its lowest level.

SPI Project Commitments

- Executive Support
- Master Data analysis and clean-up
- Policy / Governance - rules for product identification creation and enforcement thereof
- Centralized Master Data oversight and enforcement (keep it clean)
- Standard Product Identification systems integration where possible (automated controls)
- Educate customers

SPI Benefits

- Collision-proof identifiers allows seamless integration of acquisition identifiers (resolves issues of duplication)
- Prerequisite to effective systems integration (avoid x-reference tables/conversions/ custom interfaces)
- Allows automated transaction processing providing efficiencies and error reduction
- Efficient inventory movement through entire supply chain
- Automated distribution processing and verification improves efficiency and enhanced inventory accuracy
- Alignment of identifiers on invoice, warehouse pick list, delivery note, package label, customs documentation, etc.

Keys to success

- Executive support critical
- Requires all members of Product Lifecycle and Supply Chain to be engaged
 - ✓ Finance
 - ✓ Regulatory / Quality
 - ✓ Supply Chain / Distribution
 - ✓ Businesses / Geographies
 - ✓ Information Technology
- Requires continuous governance
- It's about the Master Data.....data carrier is trivial in comparison

THANK YOU!

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