



## Manufacturer Streamlines Product Design and Manufacturing Processes, Shortening New Product Development Timelines for Light-based Aesthetic and Medical Treatment Systems

### Customer

Cynosure is a leading developer and manufacturer of a broad array of light-based aesthetic and medical treatment systems. Our products are used to provide a diverse range of treatment applications such as hair removal, skin rejuvenation and scar reduction, as well as the treatment of vascular lesions.

### Challenge/Situation

**Shorten new product development timelines and ease collaboration with suppliers**

Cynosure was looking to streamline their product design and manufacturing processes in order to shorten new product development timelines and ease collaboration with suppliers. They needed to update and automate their current practices in order to facilitate these changes. Product information was not readily accessible for development or manufacturing teams (either internally or externally). They needed to implement technology that provided a centralized location to store product documentation such as Bill of Materials (BOMs) and design drawings, in addition to automate the processing of Engineering Change Orders (ECOs).

### Customer Goals

**Cost effective, easy to use PLM solution**

Cynosure was on the hunt for a cost effective Product Lifecycle Management (PLM) solution that was quick to implement and easy to use. "Technology that would facilitate automated links with our design tools, Solidworks and OrCAD, as well as our aging business systems, were baseline requirements," stated Dave Mackie, Executive Vice President of Operations at Cynosure. Cynosure wanted the ability to import SolidWorks software files and OrCAD BOMs into the PLM system. In addition, they want the the ability to easily upload data to both their existing and future ERP systems, so a solution with open technology was a must. Easy export of information into common formats such as Excel spreadsheets, BOM comparison functionality and enabling secure access to product information for key suppliers and contract manufacturers were also fundamental requirements.

### Key Benefits

- Automate Manual Processes
  - Data validation and error checking earlier in the design cycle
  - Decreased engineering change cycles
  - Eliminate manual transfer of data to external partners
  - Improved data integrity
- Streamline Communication
  - Single location to store BOMs and design drawings
  - Decreased time spent searching for information
  - Reduced product redundancies
  - Shortened product development time
  - Shortened time-to-market
- Flexibility
  - Direct integration with mechanical engineering environment, **SolidWorks**
  - Direct integration with electrical engineering environment, **OrCAD**
  - Direct integration with **Infor Syteline ERP system**
- Business-ready
  - Minimal IT maintenance
  - Quick implementation
  - Easy to use
  - Affordable



**Smartlipo™ Laser Lipolysis LaserBodySculpting Workstations** provide aesthetic surgeons with a less invasive technique than conventional liposuction methods for fat reduction and body toning.

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# CUSTOMER SUCCESS

## Omnify Solution

***Easy to use, powerful data sharing, and affordable***

Cynosure selected Omnify Software due to Omnify's ease of use, powerful data sharing capabilities, and affordable cost. "Omnify has met or exceeded all of our requirements," said Mr. Mackie. "Both internal and external users are quite comfortable with the ease of use of the product."

"Omnify's focus on enabling a high level of integration with design tools, and providing all of the features typically found in existing PLM solutions, make it a perfect fit for our company," continued Mackie. "The product's advanced scripting features allow significantly more than just typical data imports by enabling data validation and error checking earlier in the design cycle."

The seamless integration with SolidWorks was a critical success factor due to Cynosure's heavily mechanical focused design environment. While not as significant initially, the OrCAD integration is proving to be quite beneficial in both shortening import times of design data as well as increasing the overall accuracy of information. Integration with Cynosure's suppliers allows for a virtual manufacturing model.

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**- Dave Mackie, Executive Vice President of Operations, Cynosure**

## Customer Success

***Able to meet time-to-market goals for new products***

Omnify's unique ability to directly integrate with SolidWorks and OrCAD has helped to greatly decrease the time required for documenting change as well as significantly increase the quality and accuracy of product data. "We can allow our Engineers to spend more time engineering products and have less burden documenting them," commented Mackie.

Having past and current change activity in a single electronic location saves considerable time spent trying to find files and eliminates the need to manually transfer files to external suppliers. Functionality such as ECO redlines speeds the implementation of ECOs. "The ability for our sub contractors to get redline details and BOM compares saves us from the burden of providing this information and makes it easier to implement changes at the sub contractor's site," continued Dave.

This time-savings has resulted in decreases in product development time and positively affected Cynosure's time-to-market with new products.