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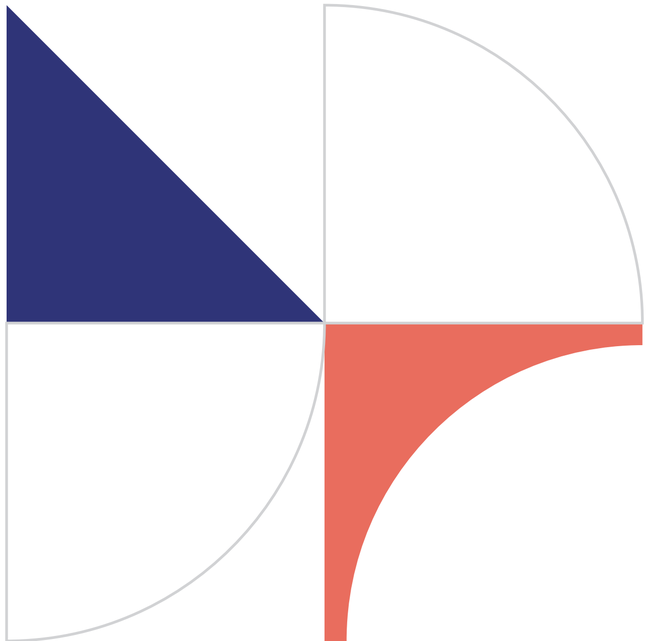
Drove enhanced collaboration and digital transformation for cost reduction with next-gen IoT solutions

Case Study

Overview

The client makes and markets laser-based medical devices designed to rejuvenate human skin, reduce wrinkles, remove hair, and treat vascular and pigmented lesions as well as acne and cellulite. Operating in the cosmetic surgery or “aesthetic medical treatment” space, the client markets its products directly to doctors and other health practitioners globally.
It’s products combine optical energy derived from light waves with electrical energy and specially designed software.

Organization Size: **500**
Country: **USA**
Revenue: **$300 Million**



Challenges and Goals

The client sells IoT enabled machines to medical practitioners and institutions which captures data around treatment, machine and patients. However, they lacked the capability to analyze this data. Traditionally, the client has been using Java visualization apps which do not provide integrated views across systems (IoT + Salesforce + ServiceMax) rendering low Data ROI.

The client wanted an integrated platform, which could give insights into the usage pattern, consumption of ancillary offerings, errors, and other relevant parameters of their machines installed across the globe.

Solutions

We built a solution on the MS Azure platform with various levels of data security – from region level to customer level. We integrated IoT data (machine temperature, movements , FTZ usage) with sales and service data from Salesforce, and ServiceMax respectively using ADF (Azure Data Factory), and developed a data warehouse in Azure SQL DB. Data modeling was done considering future scalability when other data sources would be added into the overall analytics solution. Based on a discussion with clients, business critical KPIs were identified and dashboards were built in PowerBI to track them. The KPIs intended to:

- Segment clinics across the world based on their FTZ consumption.
- Identify the effectiveness of the treatment by medical practitioners along with insights on patient demography like gender, weight, BMI etc.
- Identify the different kinds of errors in the machine operations and correlate with parameters such as machine temperature, hours of usage etc.

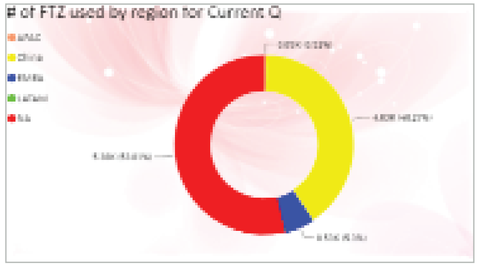
Business Impact

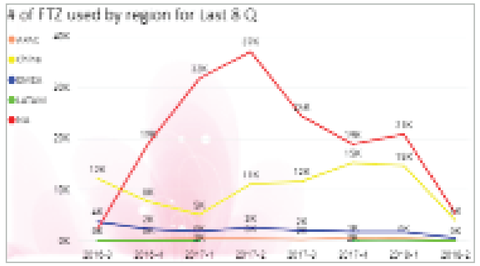
Improvement in performance of reports

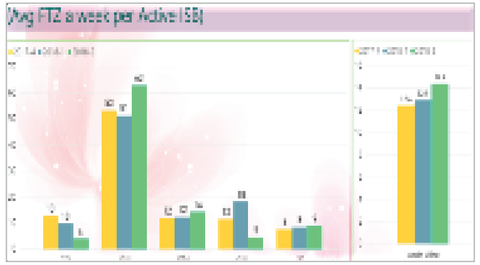
- Visibility of IoT data 24x7 & across the globe
- Eliminated dependency on legacy Java apps for reporting

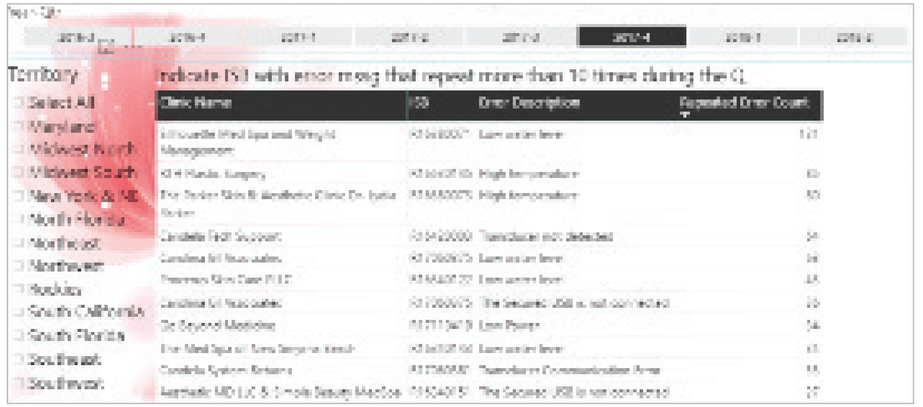
> Thank you all IT team, GBU team and Zensar Team for excellent and effective work. I am excited as I look forward to enjoy the business impact. We will move forward to execution with the regions.
>
> – *EVP & GM, Global Business Unit*

Snapshot of Dashboards created









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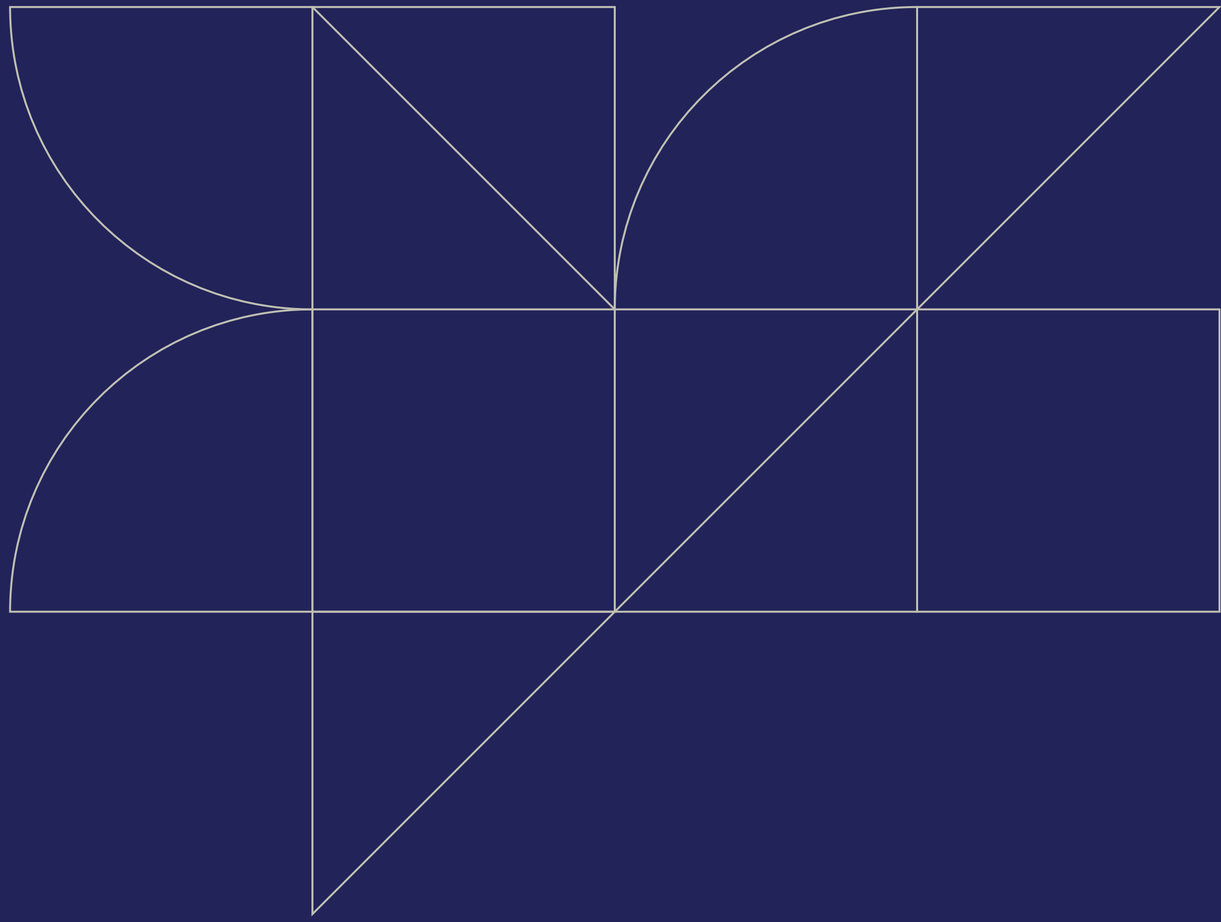
An RPG Company



At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the $4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

For more information, please contact: **info@zensar.com | www.zensar.com**