



CASE STUDY [MANUFACTURING & DISTRIBUTION]

promapp™

Obex

Obex supplies medical professionals with implantable devices that are used on patients in operating procedures and surgeries in hospitals and medical practices across New Zealand.

Playing such an important role in people's well-being, means it's important that the privately-owned company has the right tools to do its job. For peace of mind, they've relied on Promapp for many years to make sure processes are standardized and all information is captured digitally.



Business Benefits

A transparent system for time-critical processes

A user-friendly and intuitive experience for staff

Increased communication

The ability to be used remotely

Improved efficiencies

Reassurance for suppliers that the correct processes are followed

Before Promapp, Obex had many manuals – often covering the same processes but slightly different versions. They also had a lot of long-serving staff with knowledge in their heads that wasn't included in any of the manuals and no easy way of determining compliance with the processes they had in place. It was a manual, time-consuming task keeping the standard operating procedures and manuals up-to-date and consistent. They felt this was an area of high risk for their business, so began to look for a better way to manage their process information.

A better solution.

'Along with the advances in medical devices, thankfully there have been significant advances in standardizing processes too,' Obex Director, Marketing and Sales, Operating Room and Critical Care, Ingrid Swaffield says.

'Promapp is now well-embedded in the culture of our company.'

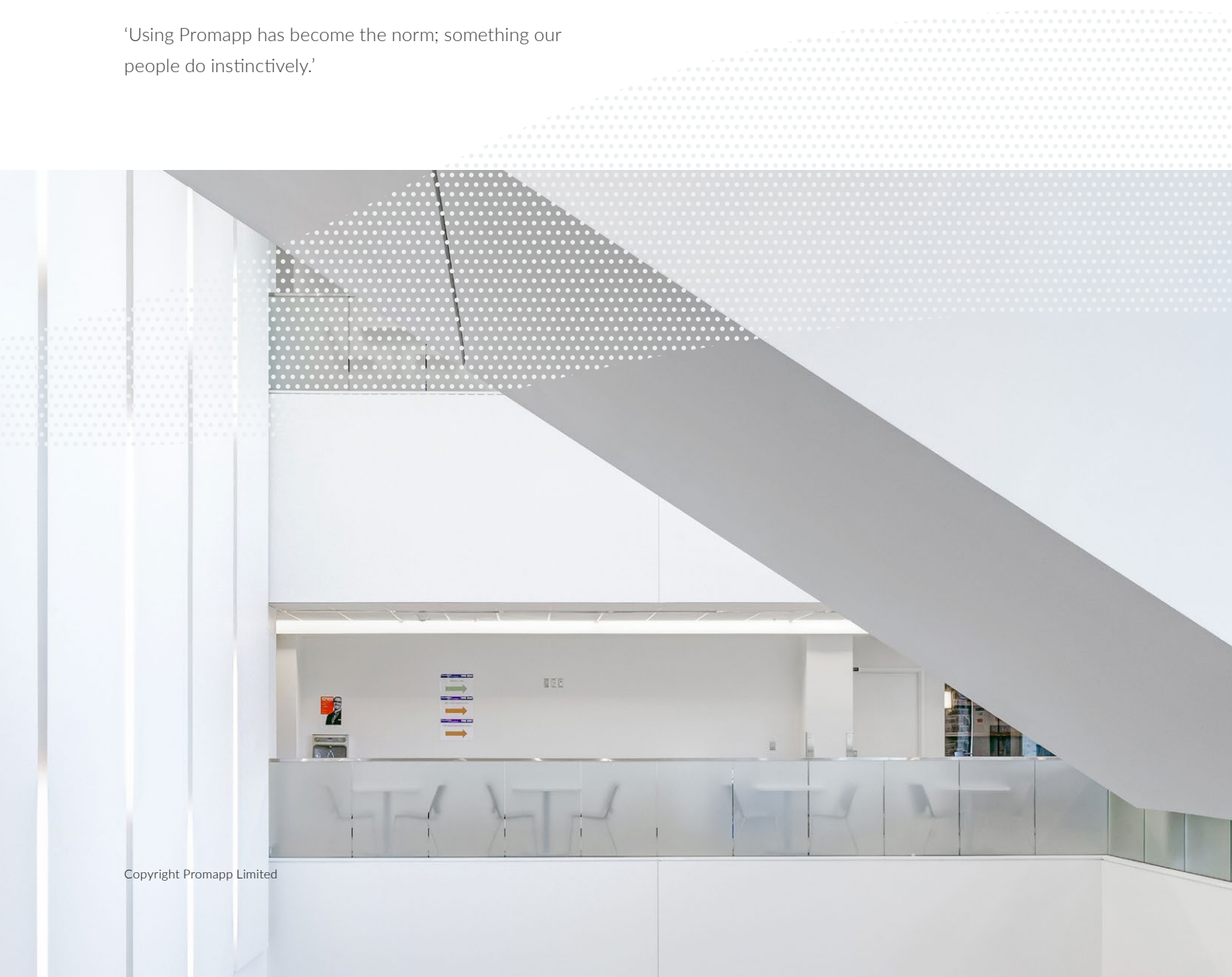
Director, Marketing and Sales, Diagnostic and Medical, David Ching agrees. He says he'll often hear people in the office say that they're following the relevant Promapp process when working through a piece of work.

'Using Promapp has become the norm; something our people do instinctively.'

'With Promapp we have the right processes in place to deal with things seamlessly. You can very clearly see who is accountable for certain actions, the responses needed and the necessary timeframes.'

INGRID SWAFFIELD

Director, Marketing and Sales
Obex



When time matters.

As part of Obex's senior leadership team, both Ingrid and David agree that Promapp has added value to the way the business operates, and this is never more evident than in time-critical situations like product recalls.

'There are times when one of our overseas suppliers may need to recall a certain product. As you can imagine this needs to be a transparent process – well-organized and completed as quickly as possible,' Ingrid explains.

Another benefit Ingrid and David like is that people don't need to be subject matter experts to follow due processes when dealing with a situation that's not in their area of expertise.

'This is vital. By removing any ambiguity, whoever is using the system knows what needs to be done,' says Ingrid.

While transparency is important, David also likes the added efficiencies that come from using Promapp, along with its robust reporting framework. 'Our people need to know who to talk to, both internally and externally. We can't afford to waste time trying to identify the correct person,' he says.

'Overall, it's a very intuitive system – ensuring the right people are informed and showing the right course of action to be taken. Using Promapp has helped us streamline our communication.'

The benefits that come from using Promapp are also reassuring for Obex's suppliers.



Keeping processes and policies up to date.

Promapp helps the company save time when it comes to keeping processes and policies up-to-date by automatically notifying the relevant people when changes are made to documentation.

'This is great, as changes can't be missed. It's such a user-friendly system,' David says. 'It's reassuring that everyone who needs to know about a change, does. Promapp helps drive accountability across the business.'

The company uses Promapp's improvement add-on to encourage staff to identify and submit suggested process improvements. Ingrid says this helps empower staff, making them feel more engaged and able to influence how things are done.



Exceeding expectations.



'Promapp is like a road map showing us how to navigate different situations – guiding us and helping drive consistency across the board,' says David. Ingrid agrees. The fact that Promapp helps keep everyone in the loop gives her reassurance that Obex is working in the most effective way possible.

'I hate to think what would happen without Promapp. It's so important for us, and our suppliers, that information is processed correctly and approved procedures are followed.'

David Ching, Director, Marketing and Sales, Obex

About Promapp

At Promapp, we believe that expressing and managing process knowledge simply is crucial to sustaining an ongoing culture of process improvement. With Promapp's intuitive cloud-based BPM software, used by hundreds of organizations worldwide, anyone can create, navigate and change business processes.

Sign up for a [30-day free trial](#) or [join an intro webinar](#) to see Promapp in action.

Connect with us.

promapp.com



AUCKLAND

Eden 3, 16 Normanby Road
Mt Eden
Auckland
1024
New Zealand
T 0800 PROMAPP
T +64 9 281 3436

SYDNEY

5 Martin Place, Level 14
Sydney
NSW 2000
Australia
T 1800 908 257
T +61 2 8188 2718

MELBOURNE

696 Bourke Street, Level 2
Melbourne
VIC 3000
Australia
T +61 3 8691 5201

AUSTIN

11801 Domain Blvd
3rd Floor
Austin
TX 78758
United States
T 1866 433 6563
T + 1 (512) 647 1468

SAN FRANCISCO

2 Embarcadero Center
8th Floor
San Francisco
CA, 94111
United States
T 1866 433 6563
T +1 (415) 549 9430

LONDON

Waterhouse Square
138 Holborn
London
EC1N 2SW
United Kingdom
T 0800 910 1337
T +44 (2) 0351 90182