

Press Release  
**Genadyne**



# GENADYNE

Genadyne Biotechnologies Inc., a US based developer and manufacturer of negative pressure wound therapy systems and pressure relieving therapeutic surfaces which promote optimal wound healing environments, has chosen VISUAL ERP with Synergy implementation to refine its manufacturing and strategic processes.

Due to the absence of an ERP system and constant challenges with the legacy accounting system, Genadyne launched an initiative to identify and implement an ERP that would improve Business Intelligence data access, inventory and production management, quality management systems, financial reporting and shop scheduling. The fact that Genadyne has to comply with regulatory standards (FDA; ISO 9001; ISO 13485; etc.) also made a compelling case for finding a system with strong QA abilities.

Genadyne explored several integrated offerings that could house all their financial, purchasing, inventory and production planning prerequisites. As one of their employees had previous experience, they considered Oracle and then moved on to evaluate SAP. They also consulted with Michael Kessler, respected Long Island Business Profitability Consultant, CPA and host of his weekly radio show Business Profits In The Real World Saturdays at 4 pm on 103.9FM WRCN.

Mr. Kessler, having experience with the program, suggested VISUAL ERP and introduced Genadyne to Synergy Resources. Synergy undertook an in-depth review of Genadyne's current processes, and future requirements.

After several product demos, it appeared that VISUAL ERP was an exceptional find. In fact, it appeared to be a 'hand in glove' fit. VISUAL provides an end-to-end solution for SMB manufacturers, including fully integrated Fiscal Management, Shop Scheduling, Quality Assurance, Document Control, Engineering Project Management and CRM capabilities. Tipping the scales was the promise of a fast-track implementation, ease-of-use and flexibility in data access.

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**“VISUAL’s management Dashboard’s superior visibility, cradle-to-grave material traceability, immediate problem identification via the advanced QA system, engineering project management and superior fiscal management tools, were all key factors in our decision”** *-Christine Datz | Genadyne Business Manager*

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As a final step, to ensure that the sales pitch was not “too good to be true”, the Genadyne team also interviewed several existing VISUAL customers including one on-site visit. This visit was not only eye opening, but cemented all positive assumptions made during the sales presentations.

Genadyne anticipates that VISUAL ERP will cut lead times in half and improve on-time deliveries by 50 percent. The ability to not only forecast for planning purposes but to capture accurate costs, improve financial reporting, and more effectively manage inventory (reducing the occurrences of over- or under-stocking material events), will leverage demands of Genadyne’s ability to meet expected growth demand and more streamlined with a single, comprehensive solution. Material handling and shop-floor scheduling will be in real-time—a significant improvement as compared to the old system.