



eZono AG  
Jena, Germany  
[www.ezono.com](http://www.ezono.com)

**Industry:**

Healthcare

**Annual Revenue:**

US\$0 – US\$1 million

**Employees:**

25

**Oracle Products & Services:**

Oracle Database Standard Edition  
JD Edwards EnterpriseOne  
CRM Suite  
FMS Suite  
SCM Suite

**Oracle Partner:**



Steltix Deutschland GmbH  
[www.steltix.de](http://www.steltix.de)

**“Oracle’s JD Edwards EnterpriseOne and the Accelerate solution for Medical Devices have given us a sound base for all future business process improvements. Our investors and business partners also highly approve of the implementation which is very important to us as a start-up company.”** – André Jäkel, Chief Financial Officer, eZono AG

**Start-up Firm eZono AG Builds a Strong Foundation with Enterprise Resource Planning System**

eZono AG, founded in 2004, is a pioneer in application-specific ultrasound imaging devices. Its products and applications enable clinicians of various medical practices to diagnose and monitor medical conditions. The company’s revolutionary eZono 3000 is the first portable ultrasound system designed uniquely for regional anaesthesia applications due to its innovative touch-screen interface and multimedia learning tools.

**Challenges**

- Build an enterprise resource planning (ERP) system to support the start-up medical device company during its development phase, before the first product is even launched
- Define and map all relevant business processes to provide a strong foundation for company
- Create a hardware and software environment for supply chain and distribution of their ultrasound imaging devices
- Establish functional reporting process for financial authorities and shareholders, as the business is a joint stock company

**Solution**

- Implemented Oracle’s JD Edwards Enterprise One solutions to establish a reliable ERP system for the new healthcare equipment company
- Used the Oracle Accelerate program for medical device companies to deploy quickly and leverage standard configurations to meet all statutory compliance requirements
- Generated a competitive advantage through internet-based access to JD Edwards Sales Order Management and Sales Force Automation which enables users to make ad hoc inquiries to the sales department (i.e. number of devices that can be delivered)
- Constructed a “virtual supply chain”, linking in employees and external service providers via the internet to gain overall access
- Made all data including order/delivery statuses, warehouse stocks, customer account information, and customer relationship management (CRM) data available in real time to internal and external users to increase efficiency
- Facilitated required reporting for financial controlling and stakeholders with JD Edwards EnterpriseOne Financials and BI Publisher.