



MEDICAL DEVICE COMPANY LEVERAGES CLOUD ERP

to Bring Innovative Products to Patients in Need

Working with Oracle NetSuite and Luxent, Inari Medical is implementing cloud-based ERP to manage its complete business, sales and supply chain processes.

Every year, roughly 900,000 Americans are affected by deep vein thrombosis and pulmonary embolism (DVT/PE). The Center for Disease Control says that DVT/PE—which are underdiagnosed but completely preventable—cause death in about 75,000 people in the U.S. every year, with anywhere from 10-30% of those affected dying within one month of diagnosis.

Since 2000, more than 170 thrombectomy devices have been cleared by the FDA and nearly all of them were designed for the arterial

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system. Repurposing devices originally designed for the arterial system is not ideal. With different vessel sizes and clotting reactions elsewhere in the body, treatment quality is severely diminished. As a result, treatments include, or rely exclusively upon, thrombolytic drugs and their inherent bleeding risks.

To help patients successfully manage their conditions without the need for thrombolytics or an intensive care unit (ICU) stay, Inari Medical developed an innovative method for extracting large blood clots from large vessels.

A Maker of Innovative Tools

Focusing on the critical vessels of venous disease, Inari makes innovative tools to treat DVT/PE. Its products include FlowTrieve and ClotTrieve, both of which were designed as non-thrombolytic solutions to venous thromboembolism, and both of which were FDA 510(k)-cleared for the removal of emboli and thrombi from the peripheral vascular system.

Today, Inari Medical has more than 130 employees and is adding about five or six per month, most of whom will fill open sales positions.

“We’re building out our sales team in regions throughout the U.S.,” says Norman Nie, Director of IT Operations. The company’s rapid growth is driven by the fact that Inari Medical received its FDA 510(k) less than a year ago. That approval set into motion a number of different organizational changes, not the least of which was a complete commercialization of a business that was previously focused on R&D.

To run its business, Inari Medical was using separate financial and manufacturing software that allowed it to grow to a certain stage, always knowing at some point that it would have to invest in a more robust, integrated enterprise resource planning (ERP) package.

“As a startup that was on the arc of hyper-growth, we had to figure out the business processes and practices while also scaling up our human resources,” said Kashyap Savani, ERP Selection/Implementation Manager via Motive Consulting, Inc. “All of that goes hand-in-hand with the implementation of enterprise applications. This isn’t uncommon for startups in our industry; in fact, it’s a good problem to have.”

Wanted: Extensibility and Flexibility

To find the right system, Inari Medical conducted a thorough platform evaluation process and used a scorecard to assess various core ERP functionalities. Additionally, it looked at critical factors such as the provider’s familiarity with the medical device industry and its experience handling software validation.

“What led us to NetSuite was the extensibility and flexibility of the solution,” Savani said. “It seems like a solution that’s not just going to meet our needs today, but that will also extend, scale and grow with the business as its needs evolve over time.”

Inari Medical was also drawn to NetSuite’s status as the first true cloud ERP.

“We never really considered on-premise because of the cost of infrastructure, setup

and maintenance involved,” Savani said. “We basically started out the whole process knowing that we wanted to go cloud.”

Choosing the Right Implementation Partner

Working with Luxent, a NetSuite partner that has extensive experience implementing ERP and developing cloud solutions in the medical device industry, Inari Medical wanted to take NetSuite for something of a test-drive to ensure it would meet its needs.

First, it confirmed that NetSuite would meet regulatory compliance guidelines.

“Software validation was critical, and that was handled with a third-party software validation solution that became part of our implementation plan,” Nie explained.

Second, Inari required the addition of several key user defined fields to be created to meet their needs and mirror their business workflows. This wasn’t a problem within NetSuite and could be done very easily.

“When we saw that those actions could be handled on the fly, we knew the NetSuite-Luxent partnership was exactly what we were looking for,” Nie said. “That spoke both to Luxent’s credibility with the solution and to the solution itself.”

Third, Inari needed a system which was easy for users to adopt. Moving the team to a new ERP, Inari needed it to be easy to learn, find help and navigate. All of these things were found within the NetSuite solution and with the support of Luxent.

When choosing its implementation partner, Nie said they looked for a company that could provide high levels of support and that also understood the unique needs of its business and industry as a whole.

“Whether it’s a basic customization that changes a minor aspect of the software or understanding how, at a global level, the software is going to be used to affect our business’ strategy,” Nie said, “it’s important that a partner can imagine how a medical device company will need to be supported at every level by its ERP.”

Janet Byk, Inari Medical’s Senior Director, Finance & Accounting, said finding an implementation partner that understands the regulatory environment and the manufacturer’s operations was a major win.

“When the folks at the firm you’re working with have an intimate understanding of what you’re facing,” Byk said, “it really does make a difference.”

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Partner Snapshot

Company: Luxent

Industry: Expertise in Manufacturing, Distribution and Service

Location: Aliso Viejo, Calif.