

Wright Medical Technology

CASE STUDY | HEALTHCARE

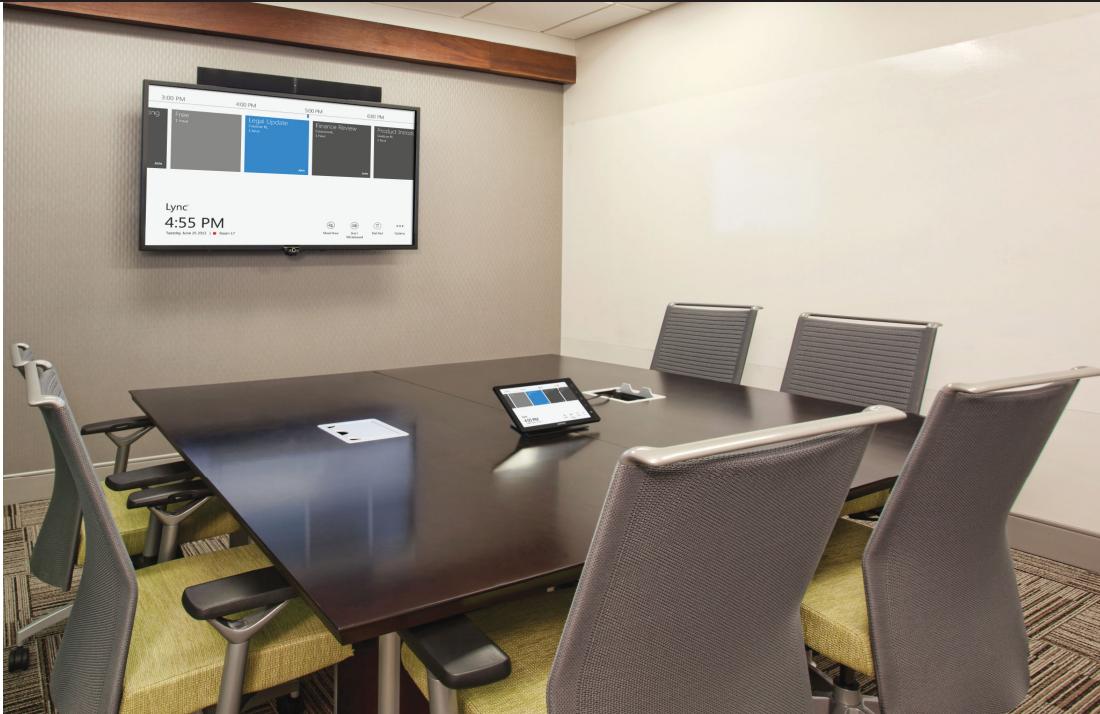
MEMPHIS, TN

Challenge

Help an ISO 9001 orthopaedic device company re-engineer its communications and meeting room technologies as it moves into a new headquarters

Solution

Unified communications leveraging Microsoft® Lync® and Crestron RL™



Tightening Their Focus

Orthopaedic firm reorganizes their company and communications systems

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Microsoft Lync, you already know how to use Crestron RL. Our employees see the technologies as one and the same, and they think of them together."

— Mike Colley

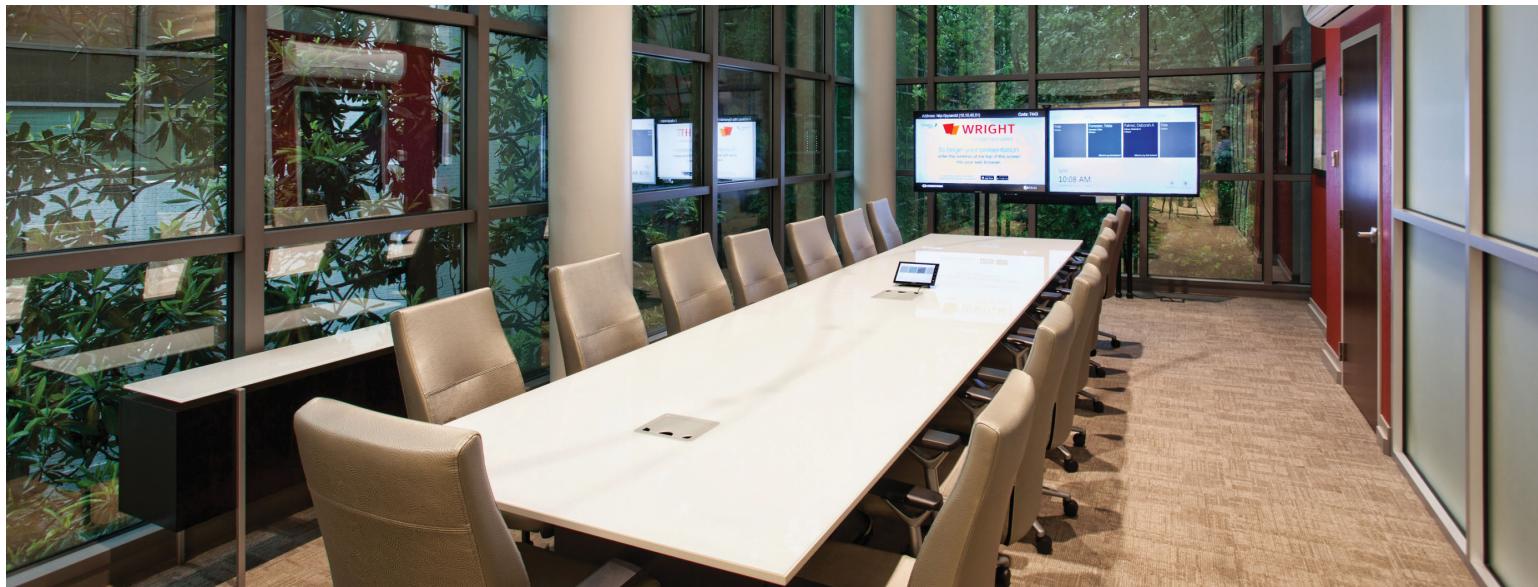
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"Stick to the knitting," wrote Tom Peters in one of the best selling business books of all time, *In Search of Excellence*. That is to say, find out what your company is best at and focus all your energy and resources on that one thing.

It was in that spirit that Memphis-based Wright Medical Technology (WMT) divested itself of roughly half the company last year, using their years of experience and the cash they raised to laser focus on a new opportunity: providing specialty orthopaedic implants and biologics for smaller joints, including the foot, ankle, hand, wrist, and elbow. "It's one of the fastest growing segments in medical technology and our best chance to contribute to society, while earning a return for our stockholders," says Mike Colley, End User Infrastructure Architect for WMT.

In a similar way, the company's IT group has focused all of their internal communications on a single, unified platform: Microsoft Lync enhanced with Crestron RL meeting room technology.

"We didn't want our people to have to learn yet another system," Colley explains. "If you know Microsoft Lync, you already know how to use Crestron RL. Our employees see the technologies as one and the same, and they think of them together."



Orthopaedic devices and unified communications

Wright Medical Technology is the recognized leader in surgical solutions for the foot and ankle, offering these and other products in more than 60 countries. WMT solutions include orthopaedic implants, bone graft substitutes, regenerative soft tissue matrix and the surgical instruments needed to apply them.

With the divestiture of certain business segments and need for new facilities, WMT moved into a new headquarters. At the same time, their IT group considered moving to a unified communications platform and settled on Microsoft Lync. “It was very attractive to us,” says Colley, “especially with our large sales force and our many sales and distribution hubs. We were already heavy users of Microsoft Office® and wanted to take advantage of the tools Lync offered beyond email, desk phones, and cell phones.”

Another priority for the company during the move was to re-engineer its meeting room technology, especially the video and collaborative systems essential to geographically-dispersed teams. “In my research I learned that Crestron makes a product that integrates a large-screen touch display, camera, and control panel with Lync.” Colley worked with David Perry of the Memphis office of Technical Innovation, LLC. (TI).

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— David Perry

Technical Innovation, Inc.

Perry, Colley, and others from WMT traveled to the Crestron regional office in Atlanta in October to see Crestron RL in action. “We had originally talked about adding Crestron RL to four or five rooms, but when they saw the simplicity and capabilities of the platform, they decided to go to 27 systems,” Perry recalls.

Within three months, Technical Innovation installed single-screen Crestron RL systems in 24 conference rooms and executive offices, dual-screen systems in two conference rooms, and a custom integrator’s



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package in the boardroom. Each of the standard Crestron packages includes one or two 65" flat-panel displays with interactive whiteboarding and screen markup capabilities, a communications codec based on Lync, a fixed-focus, high-definition camera with microphone, a speaker bar on each display, and a 10" tabletop control screen.

In the large boardroom, which includes a 22-seat oval table, TI designers created a custom solution using a 103" plasma for the main display, a pan/tilt/zoom camera and a sound system with an audio processor and delegate microphones.

Each room provides the advanced presentation features the company was looking for such as video

conferencing and collaboration from room to room and from room to individual employee. “We’re also able to connect to traditional, standards-based video conferencing systems through a bridge that TI provides,” Colley adds. That’s especially useful because WMT works closely with orthopaedic surgeons in developing their products, and the surgeons may not always be Lync users.

There are three training rooms in the facility that include Crestron Capture HD® systems so they could record the sessions for online access.

As an ISO 9001 certified company, WMT was very concerned that everything they did followed best practices, including making all of the user interfaces as consistent as possible. For that reason, TI programmed the Crestron control screens in these rooms to look and work almost exactly the same as the Crestron RL systems.

In addition, Perry says WMT managers wanted to take advantage of a ‘bring your own device’ initiative using employees’ own smart phones and tablets. So, TI installed a Crestron AirMedia™ Gateway in every room for easy, wireless presentations. “If they don’t plug anything into the table popup, the system defaults to AirMedia, making it very easy to present from almost any device,” he says.



An extension of Lync

Perry explains that TI offered training sessions on the new Crestron RL systems in January, but the sessions were brief—just an hour to cover the presentation systems, collaboration, and video conferencing. That hour, however, was enough. “We had 100 – 150 people a day moving into the new headquarters, and we walked all of them through how to create a meeting in Outlook®, how to begin the session in a conference room, and how to utilize the AV systems, including the interactive displays.”

“The key to this is that Crestron RL is really just an extension of Lync, and it follows all of the standard Lync protocols,” Perry adds. Crestron is a Microsoft Gold Partner and worked closely with Microsoft engineers to develop the system. It integrates seamlessly with Lync instant messaging, voice and video, as well as with the Microsoft Office suite for email, scheduling meetings, and sharing documents and presentations.

The system is so easy to use that one of the WMT vice presidents recently conducted his annual staff reviews while vacationing in Europe. “He connected to the Internet using his laptop, then asked each staff member to step into his office, sit down, and talk to him via video using his Crestron RL setup,” Colley explains. “He and his staff set the whole thing up on their own.”

Colley says executives and staff are scheduling far more video-based meetings than they did in the old headquarters. “In my opinion, video adds a lot, even if it’s just a one-to-one meeting over Lync. It’s subtle, but I act differently – I’m a little less impatient. I feel more of a connection. Rapport and understanding improve, and with them productivity improves.

The rollout of the new conference systems and Crestron RL has gone extremely well,” Colley says. “One of the best things about this project was our relationship with Technical Innovation. They have been awesome. We are a small IT department, and we very much depend on our vendors to be true partners. If we have any kind of issue, TI is always quick to take care of it. They are one of my favorite companies to deal with.”

According to Colley, WMT is looking at implementing Crestron RL systems in their Memphis area manufacturing facility, 25 sales distribution hubs across the United States, plus offices in Amsterdam, and possibly London and Milan.

“We just love it,” Colley says. “Our conference rooms had to be simple to use, give us good video connections and just work – and they do.”

Integrator

Technical Innovation, LLC
www.technical-innovation.com/