



TradeCentric

## CASE STUDY

Industry:  
**HEALTHCARE**

# GE Healthcare Improves Equipment Maintenance and Parts Sourcing with TradeCentric

## EXECUTIVE SUMMARY

GE Healthcare had a goal to generate customer loyalty through quick and accurate service. To achieve this, they implemented a solution that would improve its customer experience by helping buyers find and view real-time information while accelerating the purchasing process. With the TradeCentric Platform, GE Healthcare simplified and streamlined its purchasing experience for customers globally, achieving a 10%+ order increase.



## INTRODUCTION

GE Healthcare provides a broad portfolio of products, solutions and services used in diagnostics, treatment and monitoring of patients and biopharmaceutical development and manufacturing. For more than 100 years, GE Healthcare has worked to improve outcomes through leading technology and industry expertise. Practitioners worldwide use GE Healthcare's technology to deliver precision health services that digitize healthcare and drive productivity to improve outcomes for patients, providers, health systems and researchers.

- 21 Countries with eCommerce
- 200K SKUs on Web Store
- \$19.7B Annual Revenue
- 4M+ Units Installed Globally

## THE CHALLENGES

GE Healthcare's customers wanted an easier way to engage. Their existing customer engagement workflow included multiple calls to 800 numbers and extraneous processes to purchase parts and accessories for all types of medical equipment. GE Healthcare needed to provide key customers with a way to view real-time information, procure parts and find accessories for their equipment. Customers expressed the need for more information at their fingertips and fewer "swivel chair" interactions between their own workflows and GE Healthcare.

GE Healthcare needed a solution that would:

- Help customers save time
- Provide more accurate information
- Create stickiness with loyal customers
- Gain share with incremental accounts

“ We partnered with TradeCentric because we wanted to work with the experts in this space. ”

– Kyriakos Zannikos,  
VP, Digital Selling &  
eCommerce

## THE SOLUTION

GE Healthcare adopted the TradeCentric Platform—the only iPaaS for B2B commerce—to act as a layer between GE Healthcare’s Hybris eCommerce system and their buyers. This middleware technology can consume any type of data and transaction communication protocols from any business system. It can translate into the protocol needed and map accordingly to enable eProcurement and eCommerce business applications to communicate effectively and enable businesses to transact electronically.

TradeCentric implemented five key integrations with GE Healthcare’s eCommerce system:

- Punchout solutions
- Purchase order automation
- Invoice automation
- Purchase order acknowledgments
- Advanced shipping notices

## THE RESULTS

TradeCentric’s Platform helped GE Healthcare simplify and streamline purchasing experiences for customers globally. Initial development took six weeks, from design to implementation and testing. TradeCentric acted as an advisor and partner to GE Healthcare during each step of the integration to ensure a successful launch.



**15% of all orders** were placed by TradeCentric integration customers during phase 1



**10%+ order increase** from integrated customers



Customer testing starts within **24 hours of integration**



Enhanced GE Healthcare’s **flexibility and ease of doing business** for customers

Looking to  
modernize  
your B2B  
transactions?  
Let’s talk.

**(888) 623-2374**  
**TradeCentric.com**