

## Case Study

Direct Publishing for SAP

# ottobock.

## The user-friendly instruction manual

### In this case study you will read

- + ... how Ottobock established a process to facilitate production of user-friendly, product-specific instruction booklets.
- + ... how Ottobock significantly reduced the cost of printing instruction booklets.
- + ... how order-related generation of instruction manuals in all order languages was made possible at Ottobock.

### The starting point:

Wheelchairs consist of a variety of components and functions which are assembled individually for the specific requirements of the patient. Until now, however, it has not been possible to deliver individualized instruction manuals for these specially built wheelchairs. On the contrary, the instruction booklets always contained the description of every potential component instead of limiting themselves to the functions actually built into the wheelchair. This led to confusion for customers and professionals and at the same time also to unnecessarily high print costs.

Die Gebrauchsanweisungen wurden in eine begrenzte Anzahl an Sprachen übersetzt. Gebrauchsanweisungen in weiteren Sprachen konnten nur auf Nachfrage erstellt werden. Teilweise waren deshalb zum Produktionszeitpunkt die entsprechenden Gebrauchsanweisungen nicht verfügbar, was den Produktionsprozess und die Auslieferung der Rollstühle unflexibel machte.





# ottobock.

Employing about  
**6.300** staff  
in **50** branches worldwide

The instruction booklets themselves were printed by an external printer which led to high printing costs. Since large quantities of instruction manuals were kept in stock at all times, this also led to high internal storage costs.

In all, a large number of employees took part in this process which made it inflexible, time-consuming, expensive and prone to errors. So, Ottobock looked for a partner to comprehensively optimize this process.

## The aim:

- + Establishment of a process to enable generation of product-specific or individual instruction booklets
- + Reduction in costs for printing instruction booklets
- + Creating the capacity to produce instruction booklets in an order-related way and in all required languages
- + Elimination of stockpile storage of instruction booklets

## The solution:

Customer bookings are saved in Ottobock's SAP system as customer orders. One or more production orders are derived from this customer order. Integration of the SEAL system takes place in association with the printout of the production order. This serves as a trigger for the determination of the information for document production

Determination of the relevant information is carried out in a customer-specific User-Exit. Meta data and classification values of materials are determined for document generation and filed in the SEAL system Document Distribution Director (DDD) as an order. The order in the DDD serves as a bracket around the information determined and additionally as a control mechanism for Ottobock's employees.

## Instruction booklets

# 0 customized at the click at the button

When all the information is collected, this is transmitted via an interface to the SEAL system Digital Process Factory® (DPF). This processes the data and then provides it to the SCHEMA ST4 2017 editing system via the CMS-CONNECT standard interface. SCHEMA ST4 2017 generates the instruction manual from the data transferred as a PDF file and transfers it to the DPF. This copies the PDF file into a print directory on the network drive. The directory is monitored by a printer, through which the documents are printed.

The DPF also starts an upload-process of the PDF file to the matching production order in SAP. The finished instruction booklet is saved as a GOS object link in the production order and thus will remain available at all times in the SAP system in case of queries.

The logo for Ottobock, featuring the word "ottobock." in a bold, blue, sans-serif font. The period is a solid blue dot.

## The current process:

- + Using an Internet portal, the end customer configures his/her own personal wheelchair
- + The data are automatically transferred to SAP
- + A customer order is generated from the customer's input in Ottobock's system. The production order arises from this in the course of the process.
- + Release of production order for printing, start of automated data gathering and creation of a SEAL output request in the SEAL Document Distribution Director
- + Random visual inspection by the SEAL DDD, order and output/data transfer to the SEAL DPF
- + Data preparation by the DPF and transfer via CMS-CONNECT to SCHEMA ST4 2017
- + Generation of the instruction manual as a PDF file in the desired languages for the end-customer and the specialist dealer in the individual wheelchair
- + Printing of the finished instructions for use by a printer in the production area
- + Storage/object linking of the instruction manual in SAP to the production order by the DPF

## About ottobock

**Ottobock Healthcare GmbH with headquarters in Duderstadt, manufactures, among other things, prostheses, orthoses and wheelchairs. About 6,300 employees work in its 50 branches worldwide. Ottobock is one of the world's leading business in the healthcare sector with its four business segments, Prosthetics, Orthotics, Human Mobility (manual and electric wheelchairs as well as rehabilitation products) and Medical Care.**



## The benefit

The intended aims were fully achieved. Every customer now receives an individual instruction manual customized for his or her product. This creates clarity for staff and end-users and at the same time ensures a reduction in printing costs. Since instruction booklets are now produced alongside the production orders and can be printed in-house, storage and external printers are no longer required. The customer can therefore order instruction booklets in all common languages without any problems. Considerably fewer employees are involved in the process so that the resources that were bound up in this can be used elsewhere.

### Customer feedback



**SEAL system was a capable and reliable partner in the development and implementation of the new process. After a year of productive application, the linking between SAP and Schema ST4 using the SEAL system components has proven to be economical and reliable. The success of this project has led to the process being expanded to other wheelchair families in 2018.**

*Uwe Podlasly, Technischer editorr and administrator Schema ST4*

## Kontakt



### Sie haben Fragen zum Thema?

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