



success case

FGM Uses Solutions to Optimize Quality, Supplier and Strategic Planning Management and Develop New Products



Highlights

FGM

Segment

Dental

Products

Line with 160 products.

Bleaching

Lip Retractor

Desensitizers

Enamel Fluoridation

Composites

Finishing and Polishing Materials

Retraction Cord

Fiberglass Pins

Cementation Products

Glass Ionomers

Antiseptic products

Accessories

Market

National (Brazil)

International – Latin America,

Europe and Asia.

Certifications

ISO 9001:2000 – Quality

Management Systems

ISO 13485 – Quality Management

Systems for Medical Devices

Directive 93/42 – Medical Devices,

licensed for sale to the European

Community

Good Manufacturing

Practices – ANVISA – RDC 59

FGM, a leading company in the development of innovative dental technology and solutions, uses SoftExpert Excellence Suite for its four major areas of management: quality, suppliers, new product development and strategic planning with goal monitoring. To further facilitate the management of these processes, it migrated the solutions used to the Web version, expanding the possibilities in terms of process searches and the resolution of pending items. "The greatest advantage of the Web access is the possibility of resolving pending activities from anywhere in the world," said Adriano Einsenhut, Quality Coordinator.

Because it is a supplier from the dental segment, FGM holds a series of certifications and regulations such as ISO 9001, ISO 13485, Directive 93/42 (specifically for sales to the European Community) and the Brazilian National Health Surveillance Agency (ANVISA) Good Manufacturing Practices Certificate, which allows the company to supply products to different markets and ensure the compliance with the requirements of regulatory agencies. "With the SoftExpert solution, we can maintain the documentation secure and centralized so that it can be accessed by users and auditors both inside and outside the company at any time," said Einsenhut.

SE Suite, focused on new product development, allows for the complete management of the product lifecycle, from its initial creation, design, manufacturing, maintenance and final disposal. "Because it concentrates information in a single place, the solution boosts productivity when searching for information and maintains the stages aligned with the organization's business strategy," he explained.



APPLICATION OF SOFTEXPERT SOLUTIONS

- Quality Management
- Supplier Management (raw material specification control)
- New Product Development
- Strategic Planning and Goal Monitoring



BENEFITS

For Quality Management

- Manages compliance with quality management norms.
- Reduces the overload associated with the operations and responsibilities of certified companies.
- Offers support for identifying and adapting the organization to the requirements of norms and regulations.
- Offers process transparency and visibility for all employees.
- Improves the organization's effectiveness.
- Boosts document management productivity.
- Facilitates document location, recovery and control.
- Meets the requirements associated with the norms used by the company.
- Maintains the documentation generated during the process in a secure and centralized fashion so that it can be accessed by users both inside and outside the company.
- Provides auditors the means to recover and locate documents easily and quickly, thereby saving time.

Performance Management

- Diffuses the organization's strategic objectives in all areas.
- Makes it easier to achieve strategic objectives.
- Improves communication with clients, suppliers and partners.
- Aligns strategic objectives on three hierarchical levels: strategic, tactical and operational.
- Allows users to define and review the strategy and stay in control based on key performance indicators.

For Product Management

- Allows for complete product lifecycle management: creation, design, manufacturing, maintenance and disposal.
- Generates a centralized product development database.
- Unites information such as cost, characteristics, specifications and the stage of product development in a single place.
- Provides a complete audit trail in terms of changes.
- Saves time when searching for changed data, including the author, date and reason for the changes.
- Reduces costs associated with prototypes.
- Reduces rework and waste.
- Generates gains in process compliance.
- Boosts productivity.
- Optimizes equipment use.
- Aligns the products with the organization's business strategy.
- Improves process quality and reduces the costs and risks associated with the growing need to ensure compliance and effective corporate governance.



SOFTEXPERT DIFFERENTIALS

- 100% online interface.
- Allows users to complete activities anywhere in the world.
- Complete solution that can be used in different areas of the organization.
- Module integration, allowing for future expansions.



ABOUT FGM

FGM Produtos Odontológicos has been operating in the market for 13 years and is the most highly-sold brand in Brazil in the dental bleaching segment, serving over 6 million smiles through its Whiteness line. In the international market, the company exports to countries in the Americas, Europe and Asia. The company maintains manufacturing facilities extending 2,600 square meters in Joinville, Santa Catarina. In addition to the dental bleaching products, FGM also manufactures a line of dental products, such as resin composites, fiberglass pins and cementation products, among others.



The migration to the Web version was easy and brought only advantages, such as the streamlined management of the processes underway.



Adriano Einsenhut
Quality Coordinator



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