

# Upgrade at Scale

How Nobel Biocare Used an M2 Upgrade to Quickly Deploy Their Family of Global Brands



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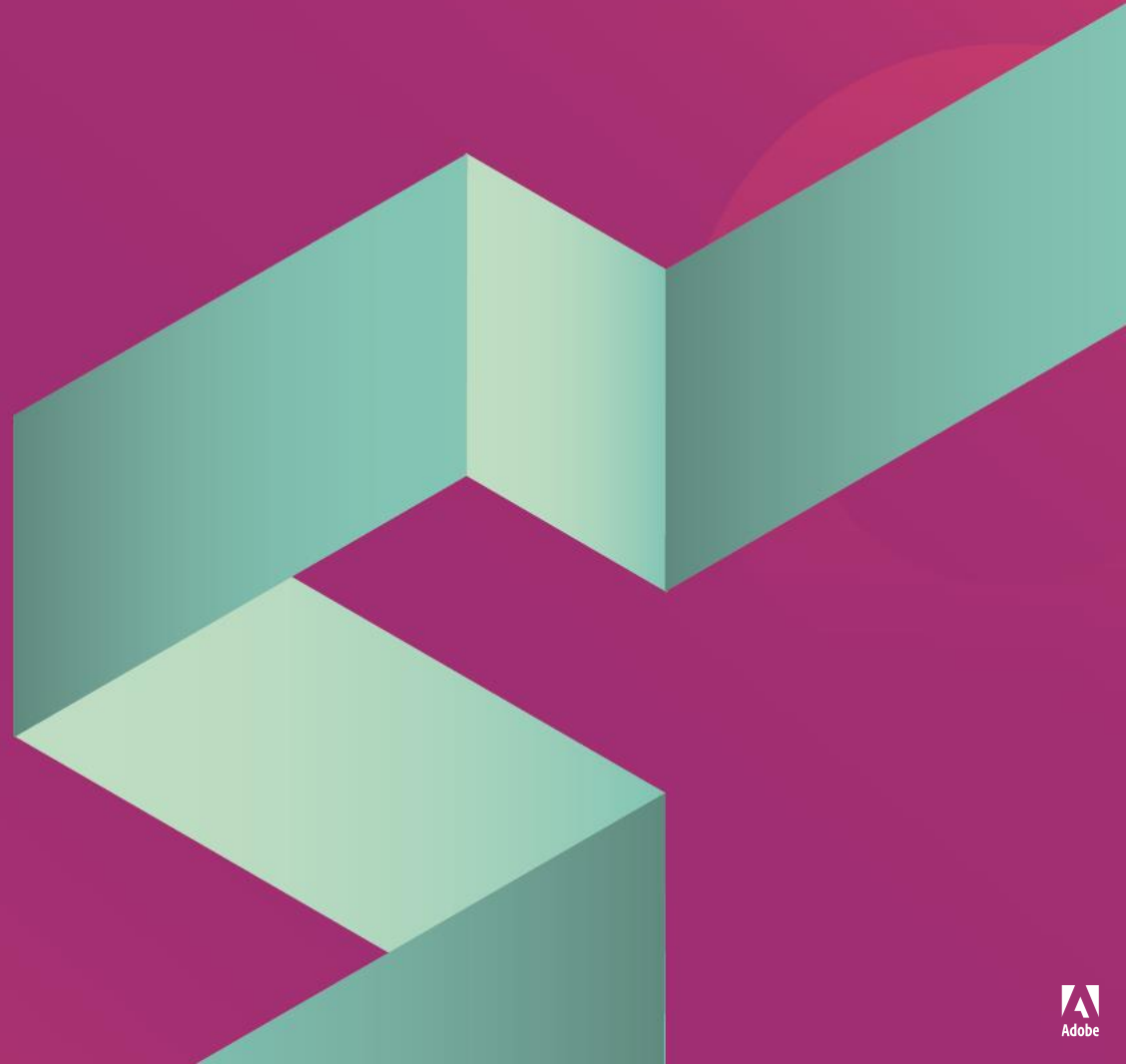
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# Agenda

- Nobel Biocare
- Where it all started
- Migration
- Moving to a multibrand platform
- Results





# Nobel Biocare





# Dental Market







-  Science, innovation, advanced materials, digitalization
-  Intimate customer experience and clinical education





-  Global value brand with White Spots.
-  Compatible with established protocols





-  North American-centric value brand with geographical extensions.
-  Online, targeted sales force, remote and hybrid sales (service) model.



-  Value brand made in Germany. European focus (Germany).
-  Simplicity, state-of-the-art technology, modern, straightforward protocol and lean portfolio. Competitive service, product-related T&E.



-  Global leader in custom loupes and lights.
-  Premium quality, durability, comfort ease of use.

# Nobel Biocare and Danaher



Life Sciences

Diagnostics

Dental

Environmental &  
Applied Solutions

KAVO  Kerr

 Nobel  
Biocare™

**Ormco**™  
Your Practice. Our Priority.



# SMILE



**27**

years of experience



**1700**

employees in 2018



**125M €**

of turnover in 2018



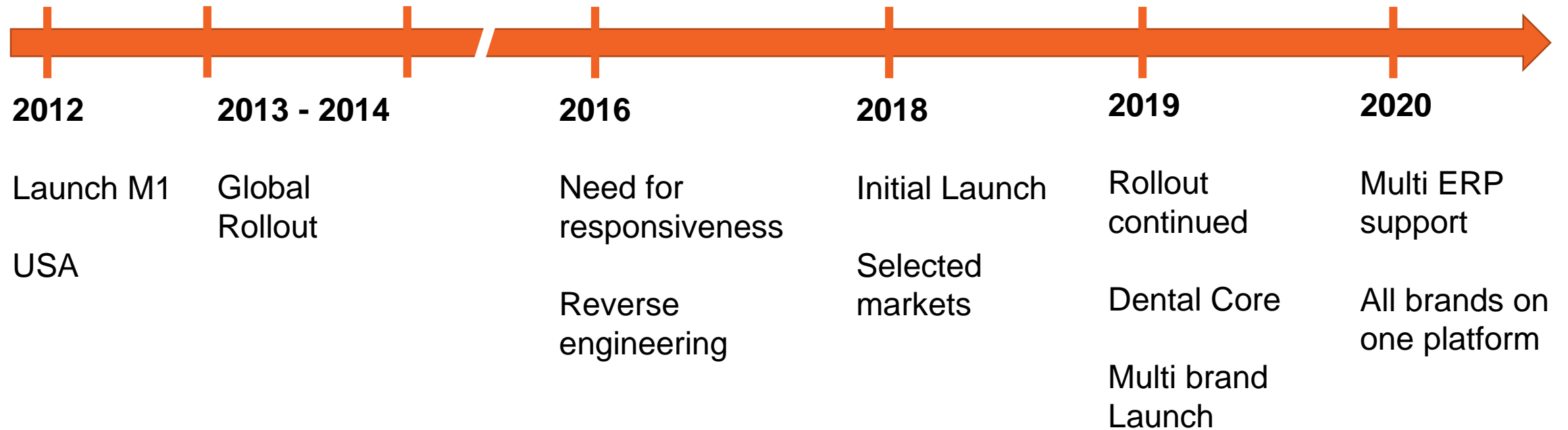
**20**

offices (France, Switzerland,  
Ukraine, Netherlands,  
Luxembourg, Belgium,  
Morocco)

# Where it all started



# History



# More than eCommerce

## Key figures

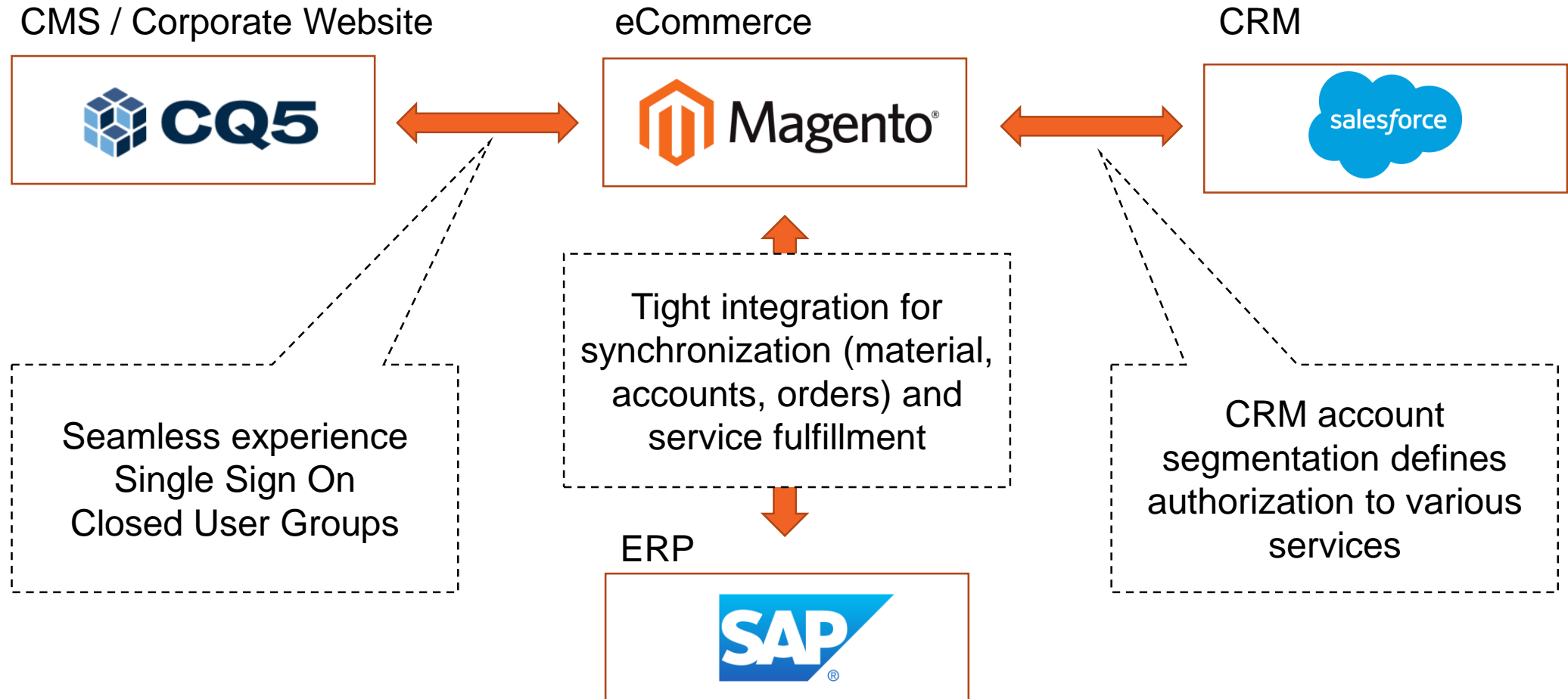
> 100 MUSD / Year

> 100k Orders / Year

## Business specific functionalities

- View and pay invoices
- Local stock management (RFID cabinet, 2D-barcode scanner)
- Custom products order wizard
- Online Complaint Management Service
- Sales Packages
- Digital Vouchers

# Integrated eCommerce platform







# RFID-equipped cabinet

## Cabinet

[Dashboard](#) [View Stock](#) [Stock History](#) +

### My stock

 <b>364</b> Implants	 <b>464</b> Abutments	Total stock: 869
 <b>16</b> Instruments	 <b>25</b> Others	

[VIEW STOCK](#)

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#### Stock overview

View the list of products which you currently have in stock.

[VIEW STOCK](#)

#### Stock history

View which products were used and when.

[VIEW STOCK HISTORY](#)


# View and pay invoices






Nobel Biocare™ Discover Education Shop My account Patients

Products & solutions Customer programs Events Company Blog

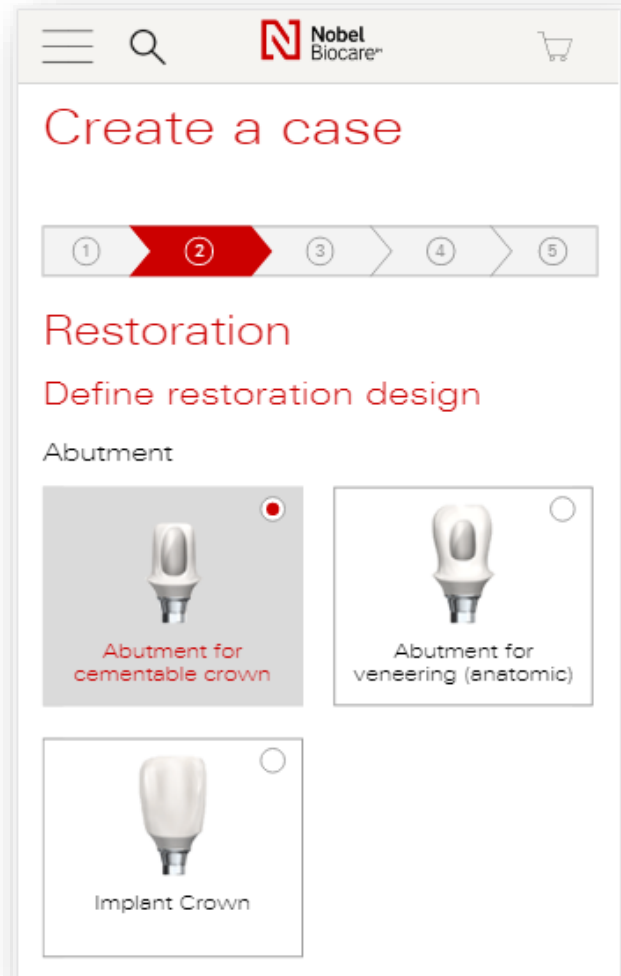
🏠 > Invoice History

## My Invoices

Filters  Search by Invoice ID  

Pay	Invoice #	Invoice Date	Amount	Status	Download
<input type="checkbox"/>	2310444126	2019-05-02 <small>Date Due</small>	GBP 3 721.74	Open	PDF 
<input type="checkbox"/>	2310444127	2019-05-02	GBP 731.28	Open	PDF 
<input type="checkbox"/>	2310444061	2019-05-01	GBP 85.80	Open	PDF 
<input type="checkbox"/>	2310443995	2019-04-30	GBP 373.05	Open	PDF 
<input type="checkbox"/>	2310443996	2019-04-30	GBP 1 881.60	Open	PDF 

# Configurator for custom-fabricated products





# Online wizard to file a complaint

UK Contact us Quick order My cart (0)


Nobel Biocare™ Discover Education Shop My account Patients

Implants Abutments Regeneratives Drills Kits Instruments CAD/CAM Guided Surgery

## Product Complaint Form for Implant Systems

1 2 3 4

### Customer information

Customer Number * 	E-mail *
<input type="text"/>	<input type="text"/>
Customer Name *	Telephone *
<input type="text"/>	<input type="text"/>
Contact Name	Alternate Phone Number
<input type="text"/>	<input type="text"/>

☰ 🔍 Nobel Biocare™ 🛒




## Create a case

1 2 3 4 5

### Restoration

Define restoration design

Abutment

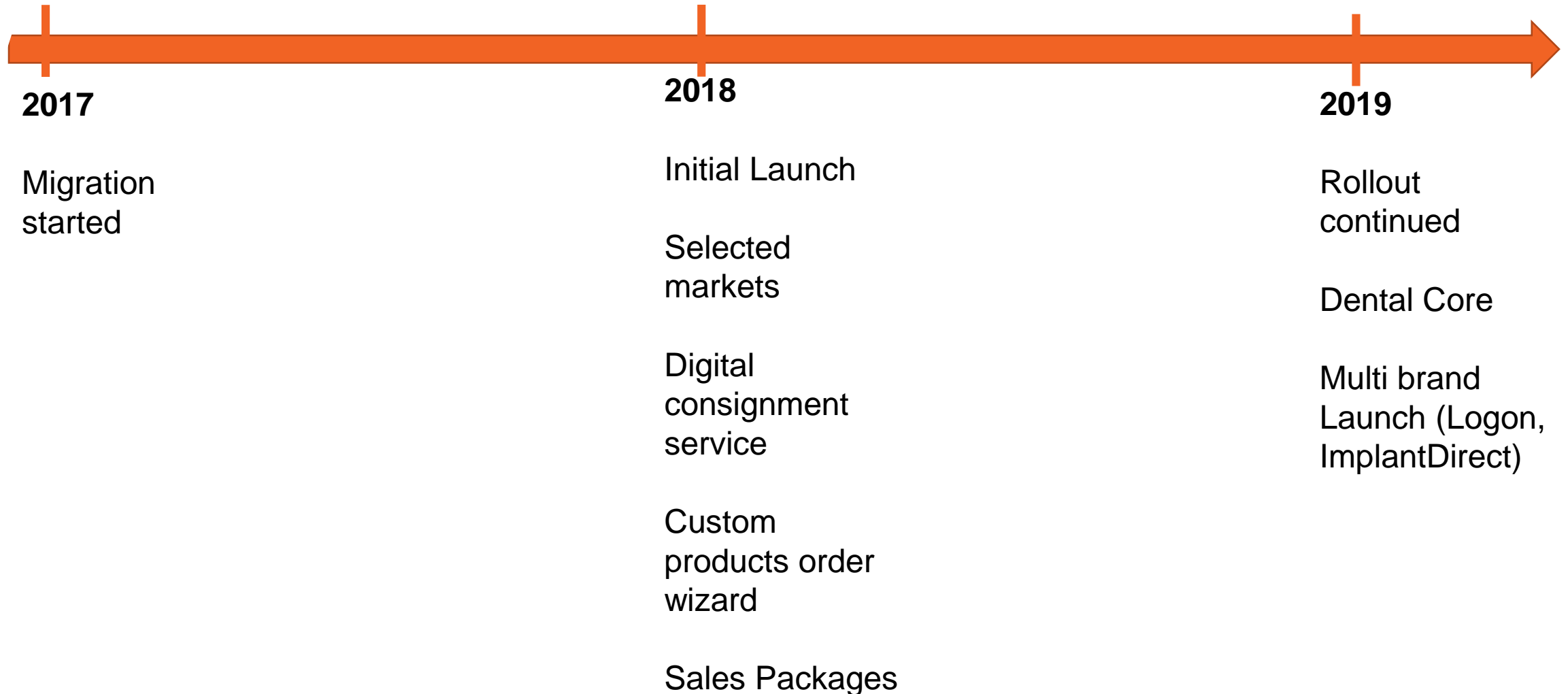
 Abutment for cementable crown <input checked="" type="radio"/>	 Abutment for veneering (anatomic) <input type="radio"/>
 Implant Crown <input type="radio"/>	

# Migration

challenges and lessons learned



# Migration timeline



# Why migrate?

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- Need for a new design
- Need for better ownership of the platform
- End of Magento support for M1

# Project stakeholders involvement

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## TAKEAWAY:

Business and markets should be included as soon as possible, project needs to get their buy-in



# Migration approach

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## **TAKEAWAY:**

Project team should take the migration project as a chance to rethink the current platform and make it better. This requires a decision on certain functionalities that should be left behind



# Maintaining M1 and M2 platforms in parallel

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## TAKEAWAY:

Define decommissioning strategy before the start of the project, freeze M1 changes once migration started



# Design

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## **TAKEAWAY:**

Design needs to be created by someone who knows Magento or works in a close collaboration with Magento development team



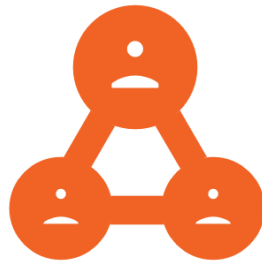


# Centralizing the development effort

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## TAKEAWAY:

If possible - do not engage multiple teams in development of the complex project. If not - define the leading team as soon as possible and collaboration principles



# Magento version upgrade

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## **TAKEAWAY:**

If time to market is critical – avoid major Magento updates during the development and schedule them post-go-live



# Adding sub-projects to the scope

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## **TAKEAWAY:**

Launch the main scope first, then sub-projects. Removing pieces from the board allows efficient resolution of remaining priorities.



# Moving to a multibrand platform



# From Nobel Biocare to a multibrand setup

Serve other Danaher Dental businesses

Leverage the development done for Nobel Biocare (specifically: SAP integration)

Reuse NB architecture

Reduce time to market – focus on brand specific efforts

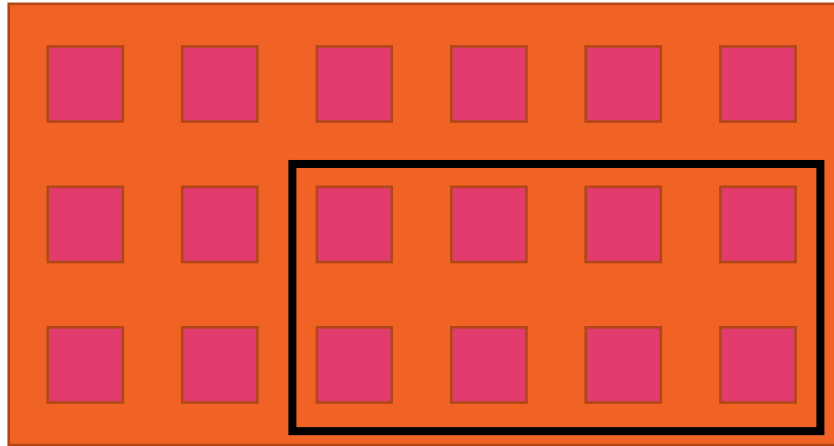
Lower cost per brand

Scalable to support other ERP integrations (e.g. Oracle)

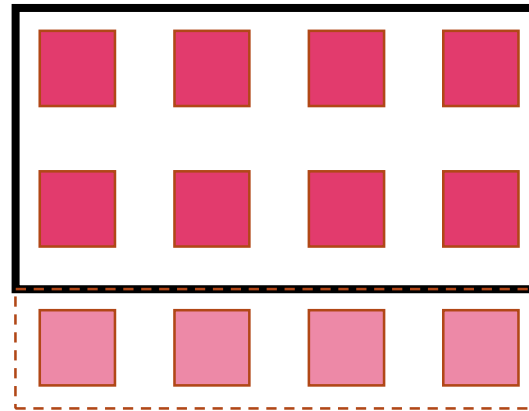
Vision of a dental marketplace

# Approach

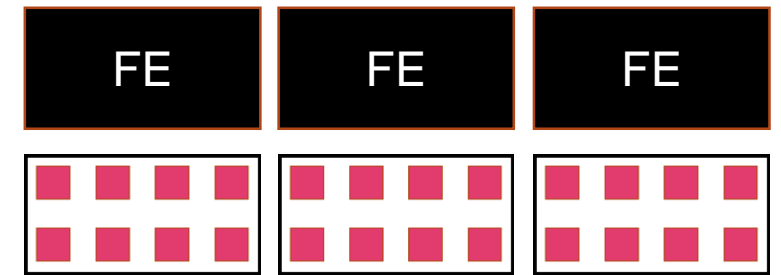
Nobel Biocare



Dental Core



New Brands



Subset of Nobel Biocare M2 modules

Basic eCommerce functionality

Reuse of SAP integration

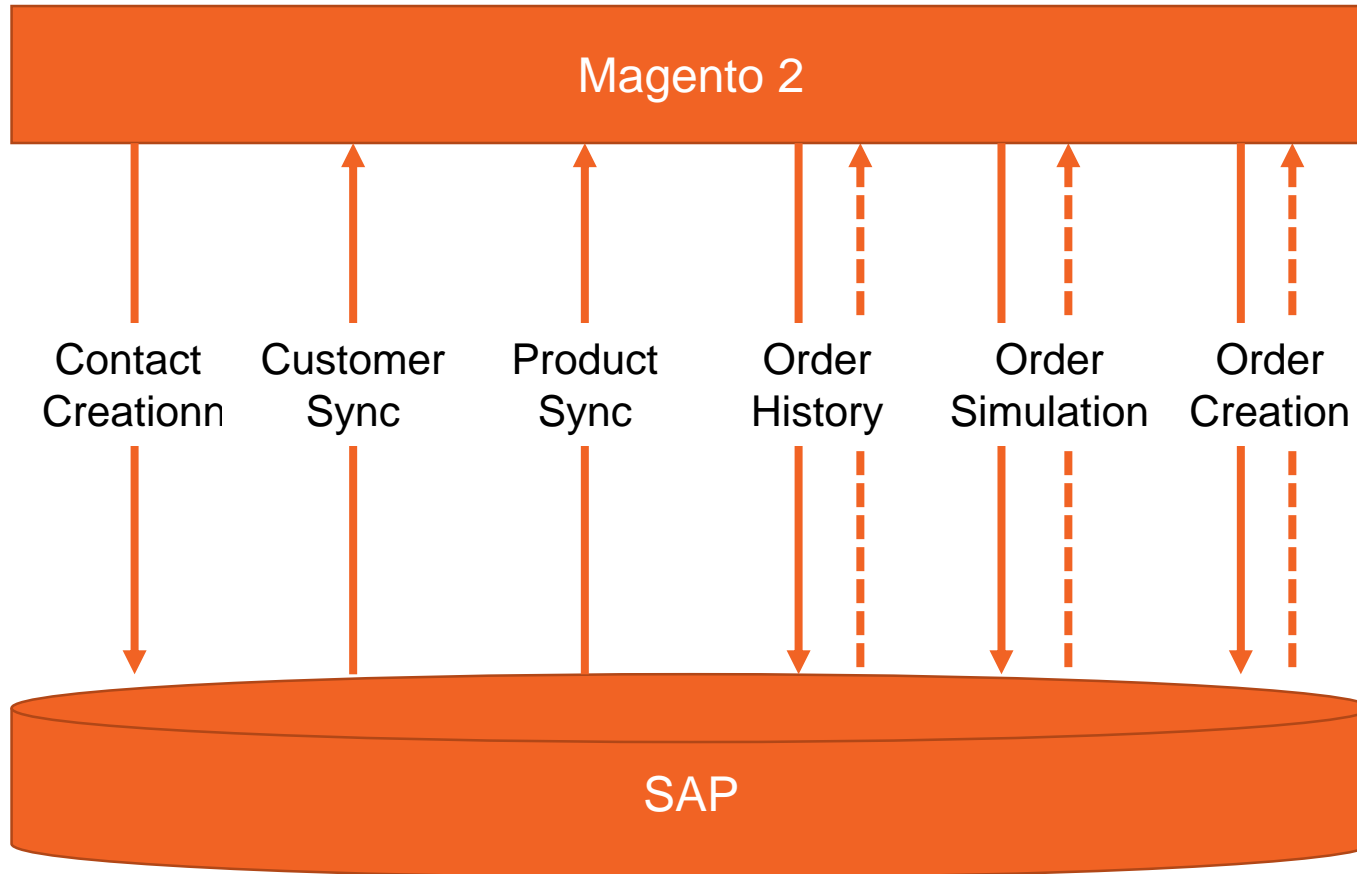
Core features shared with brands

Enhancement to support further ERP's and CRM's

Deploy new brands

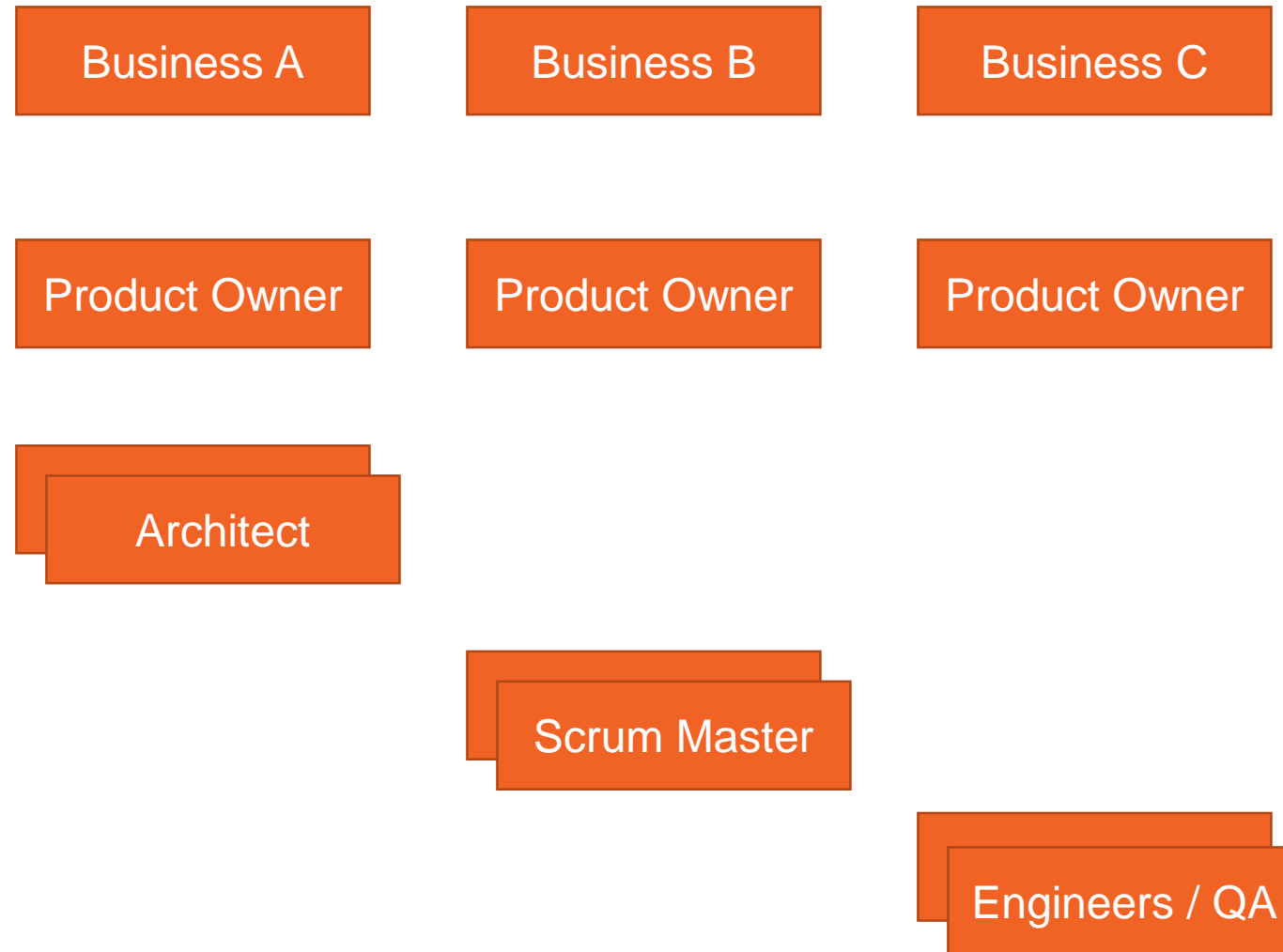
Focus on frontend to adapt branding

# Architecture



- Core business logic in ERP
- Key to have pricing and availability 100% accurate
- Queuing to reduce dependencies

# Organization



Businesses from Danaher Dental  
Different levels of «digital maturity»  
Owner of the online channel

Each PO represents one brand  
Alignment between PO's on what goes  
to Dental Core, what is brand specific

Architects supports the PO's to  
translate needs into sustainable  
solutions

Sprint / capacity planning, strong  
collaboration with PO's and architects

Software engineering, development,  
QA



# Results



# Results - Migration

New Magento 2 platform to further grow Nobel Biocare's eCommerce footprint

New, responsive design

Platform ownership with Danaher Dental IT

Scalable AWS architecture

Team development

Awareness within company (positive, negative)

# Results – Dental Core

«Dental Core» that serves as an enabler to launch additional brands in the Nobel Biocare Systems family within two months

Foundation to extend with an Oracle integration that allows to serve any brand within Danaher Dental

A clear concept and strategy to communicate easily to any stakeholders

A platform to build an organization around

An enabler for a marketplace

# Q&A



**imagine**

2019