



Precision in **product** and in **service**

A global medical device company's
journey with TrueContext

>250%

ROI PER YEAR

\$6M+

CUMULATIVE RETURN
IN 3 YEARS

27K

HOURS SAVED
PER YEAR

~1 year

PAYBACK TIMELINE

Summary

In the medical technology industry, precision goes beyond manufacturing.

It extends to every customer touchpoint, where sophisticated clinical devices calibrated to exacting tolerances demand equally exacting field service operations. But for one global medical device manufacturer focused on cancer detection and treatment, processes on legacy systems were creating blind spots in terms of risk and revenues. The company needed more than incremental improvement. It required a complete transformation of how field service data flowed between

technicians, back-office systems, and leadership, all while operating in one of the most heavily regulated industries in the world. What followed was a partnership that delivered measurable impact within months: installation times cut by up to two hours, over \$200,000 in savings from 2,000 installations in the first year alone, and a clear path to exponential savings in annual labor reductions by transforming the field into a reliable source of accurate operational data referenced across the entire business.

Challenge

While the medical device company's primary business is manufacturing high-precision medical technology, its responsibilities to customers do not end at production.

It also performs installations, inspections, and preventive and corrective maintenance on its sophisticated instrumentation — high-value clinical devices that demand high availability and require fine calibration, often within fractions of a millimeter.

To support its post-sales activities, the manufacturer relies on field service management technology to keep track of jobs and asset records as well as equip technicians for complex fieldwork. Unfortunately, with its leaps in medical technology, paired with network-limited environments, it soon found the limitations of its existing FSM technology and processes. The tech stack created bottlenecks and introduced unnecessary risk across the service chain, reducing the company's agility in a competitive landscape. Legacy systems with hardcoded technology hampered its ability to evolve with the market. Technicians were working with outdated, offline-limited systems that were inefficient for data capture and work execution. Meanwhile, limited integrations as well as a lack of analytics or integrated workflows meant undetected blind spots — ones that could potentially cause unexpected downtime, compliance risks, and revenue losses for both the company and its customers.

Being heavily involved in orchestrating complex installations of medical assets, the company needed something that could deliver improved speed to value for its customers. It also required a cross-departmental solution that would drive operational and process efficiencies that could be scaled from the installation use case across the rest of the organization. Operating in a highly regulated industry, the medical device manufacturer knew the stakes in terms of data governance and compliance. A viable solution was needed to replace an antiquated digital documentation system and serve different lines of business while keeping operational data flowing between divisions, with specific integrations with Salesforce and Microsoft identified as key systems. Dynamic workflow creation and editing, along with robust access management, were also non-negotiable.

Company leadership was aware of the potential downside, along with the opportunity costs, of its existing systems, and therefore tried to shop for different solutions to address its specific challenges. The company piloted a number of systems and found one that could solve its problems enough to move the needle in TrueContext.

Solution

The medical device company began working with TrueContext to develop a field service enablement platform that ticks all the boxes, and more.

With all hands on deck, their internal resources worked closely with TrueContext Professional Services to rapidly build and deploy a solution specifically designed for the organization's needs. The partnership resulted in 89 rapidly deployed forms, with the team working to expand by dozens more. These forms covered a range of use cases, from pre-installation checklists, installation product acceptance, customer support and installation checklists, remote customer signature approval, and installation to service hand-off. TrueContext leveraged its out-of-the-box integrations to connect with its systems of record, including Salesforce, SharePoint, PowerBI, and Azure. Today, technicians rely on TrueContext

to perform fast, accurate fieldwork in 31 countries around the world and eight different languages. With approximately 600 active users forecast to more than quintuple to 3,200, the company plans to expand further this year and have a larger portion of its workforce on board, across more use cases.

*“TrueContext enables the creation of dynamic forms and workflows without the need for hardcoding or IT assistance. This enables a **quick development cycle and frequent check-ins with stakeholders** where changes and enhancements can be implemented and deployed quickly,” said the company’s business process executive.*

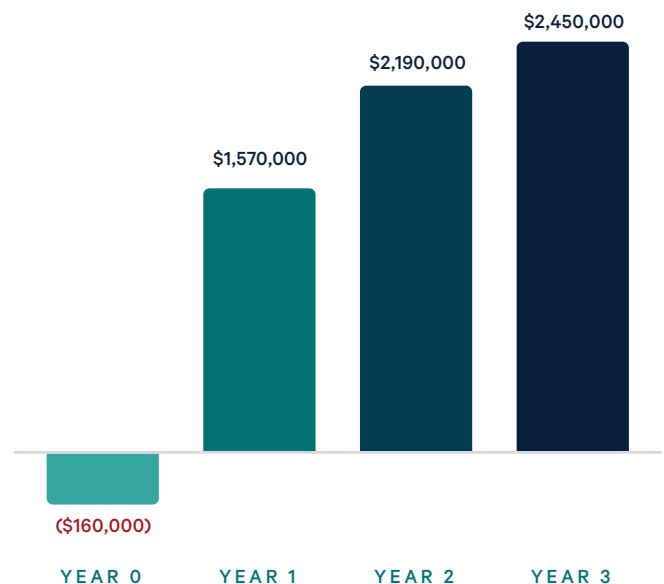
Outcome

Having had TrueContext in deployment for approximately a year, the company has already started to see a measurable impact that can be felt by the business — and its field teams.

Installations have improved tremendously, now faster and more accurate. The wide availability and deep integration of field data between the field and the back office have enabled new analytics capabilities to measure areas of concern and validate successes. This integration has transformed the field into a reliable source of accurate operational data, referenced across the business for a variety of efficiency and problem prevention measures.

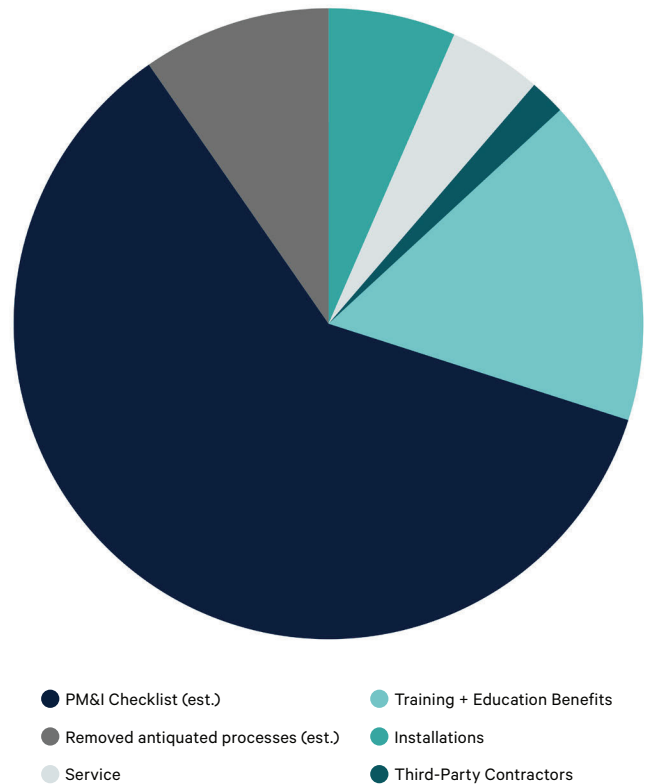
In terms of productivity, the business is seeing anywhere between half an hour to a full two hours saved per installation, with reductions totaling hundreds of thousands of dollars across 2,000 installations in 2025 alone. These savings stem from strong workflow support by TrueContext across multiple product lines. With thousands of installations per year, these savings scale rapidly, enabling greater efficiencies as operations expand. In fact, the company’s target production growth rate of at least 9% will be significantly supported by streamlined processes made possible by TrueContext.

From 2026 and beyond, the biggest savings are slated to come from preventive maintenance and installation checklists, cutting each workflow by one hour and reducing total labor by 27,000 hours. Based on analysis of the usage forecast, the savings are expected to grow to \$2.4 million by year three. Engagement with third-party contractors will also see an efficiency lift as they cut a half hour per install prep in the first year. By year three, this will be worth a total of \$72,000 saved.



Outside of fieldwork, training operations also get a massive boost through reductions in admin work, with anticipated savings of close to \$700,000 by 2028 from up to 45 minutes slashed for a single use-case. Process improvements will also cover onboarding, where an additional \$385,000 will be saved through accelerating onboarding by up to a month.

Customer satisfaction has also shown remarkable gains with the introduction of digital signatures. Engineers on the ground, meanwhile, enjoy an easy-to-use app that helps them do the job. Workflows are better governed with standard versioning as outdated forms are taken out of circulation to ensure that only the most recent version is used by technicians. These improvements have driven a payback within approximately 1 year, with benefits expected to accelerate to 262% ROI per year as more users and use cases are deployed.



What's Next

Moving forward, the global medical device company is looking to work even more closely with the TrueContext team to develop additional capabilities that enable further efficiencies and a better user experience.

With plans to integrate within SAP for inventory data within workflows, a “transfer to myself” workflow to reduce dispatch time while ensuring compliance, and the testing of TrueContext’s new AI-augmented connected worker features, the company is continuing to find ways to meet the dynamic realities of fieldwork.

Greater expansion into other areas of the business, including service, depot repair, maintenance, and training teams as well as broader operations across its parent company, is also on the horizon.

TrueContext's ROI Methodology

- Define use cases & processes to enhance
- Combine known data and assumptions
- Build your ROI model
- Validate use cases and verify assumptions in POC
- Update ROI analysis (expectations)
- Implement use cases
- Measure benefits
- Validate (actual vs. target)