

Case Study

Flip Enables Medical Device Manufacturer to Meet Demand for Ventilators During the COVID-19 Pandemic

Intro

The COVID-19 pandemic created an abnormally high demand for ventilators. Many organizations were scrambling to supply enough of these devices to meet this demand. Since the pandemic was so sudden, manufacturers struggled to source components to create these devices.

Challenge

A leading global medical device manufacturer had a significant increase in demand for ventilators due to COVID-19. One of their key components, a Cypress integrated circuit, had been obsolete for nearly a year. Since this part had reached end-of-life, it was unavailable to purchase at authorized distributors. Due to the time constraints, redesigning the product was not an option for the manufacturer. Ventilators play a significant role in saving lives, and they need authentic components. Medical device manufacturers desire to avoid the grey market, preferring to purchase components from authorized distributors.

This situation's impact was that the orders were coming in faster than they could handle when the need for this device meant life or death for millions of people worldwide.



Approach

Flip had a demand-planning call with the medical device manufacturer's leadership. After this call, Flip was able to analyze their EAU on this and other critical components, which enabled them to make strategic recommendations on this Cypress device and other critical EOL components.

Solution

After receiving our demand-planning report, the ventilator manufacturer could forecast their need for this crucial component for the foreseeable future. In turn, Flip leveraged our strategic partnership with Cypress to secure enough stock to fill their demand and factor in more spikes in demand. The manufacturer was able to place an order directly with Flip and have the parts within a week.

Results

This manufacturer was able to meet the demand when the world needed their products. They were able to assist with mitigating COVID-19 by producing ventilators when the demand was unprecedented.

Additionally, they avoided the grey market, which reduced their risk, and they were able to prevent expensive testing costs associated with grey market material.

They also avoided the need for a costly redesign of the device, which would have cost them time and money. In this, the expense of testing and approval were both avoided.

In the end, they changed how they handle obsolescence. Going forward, this medical device manufacturer proactively engages with Flip by sending us all of their demand for our authorized lines. We proactively help them solve obsolescence issues before they become a problem. In this way, we help them stay ahead of all the pitfalls that are associated with obsolescence. This manufacturer no longer has a problem with the continuity of supply for programs and products with long lifecycles.

Authorized Supplier Of



Cost Savings

\$ 1.2 M

Time Savings

8
months



Flip Electronics is Your Source for Authorized Component Lifecycle Solutions.