

Case Study

Troubleshooting Medical Equipment with B&B Electronics Mini Ethernet to Serial Converter



Problem: A large medical equipment manufacturer and supplier needed to communicate equipment troubleshooting with its customers better, thereby servicing that equipment more efficiently. When problems arose, they typically sent technicians out for onsite service calls.

Solution: Their goal was to get the customer to extract information from the equipment and pass it to them via email or fax, and try to reduce the amount of in-the-field service calls, making it more efficient for them while also increasing the service level to their customer. One major issue was that all the equipment, at numerous locations, was legacy based. They called B&B Electronics for advice.

Opportunity: B&B Electronics not only helped them with their solution but took it one step further. First, we customized one of our core products, model ES1A, a miniature Ethernet to serial converter. We even put their name on the product's label. This product retrofitted all their customers' legacy equipment with an Ethernet connection, allowing this older equipment to be put online.

Now they can instantaneously and remotely access equipment at many customer locations, do online preventative maintenance and diagnostics without sending a technician or painstakingly asking their customers for the information. The resulting solution was not only significant cost savings, but an opportunity to make interfacing with their equipment more efficient and less painful than first imagined, thereby better serving their own customers.

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