



Velocity powered by SMADE strengthens supply chain effectivity with smart asset solutions.

Velocity, a leading player in Orthopedic Manufacturing & Integrated Services, joins forces with SMADE smart tracking solutions to provide orthopedic OEMs optimized visibility on asset location and activity.

Understanding orthopedic OEMs' challenges in the highly competitive medical device industry, Velocity and SMADE common goal is to deliver the best possible service to OEMs and help them achieve their business goals while ensuring the highest level of responsiveness through a simplified supply chain.

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The partnership aims to **optimize asset tracking and inventory management** for surgical trays by embedding SMADE trackers into Velocity cases and trays. Velocity and SMADE collaboration aims to **improve service and drive efficiency in the supply chain** by providing Velocity's customers with real-time field data, enabling them to make informed decisions and ensure the safety of medical devices.

With Velocity's solutions powered by SMADE, OEMs **make a difference by accelerating their digital transformation** and taking advantage of field data to automate many of the manual processes involved in **tracking, controlling, and managing medical devices**. SMADE user-friendly and advanced data analytics platform, S-HUB, is used to provide the most accurate field data in real-time to enable Velocity's customers to make more informed decisions and focus on more value-adding tasks.

The use of real-time field data will benefit several teams, including quality, sales, logistics, marketing, R&D, OPS, and financial teams. By providing **actionable insights that are not human-dependent**, Velocity's customers can contribute to business efficiency while improving their job satisfaction. Smart tracking will also help to **allocate assets where needed, anticipate any rise in demand, ensure better service and more effective product launches**.

Velocity's partnership with SMADE further demonstrates **their commitment to simplify the medical device supply chain by bringing transparency and end-to-end visibility**.



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“At Velocity, we’re obsessed with improving our customer experience, and we believe that smart delivery systems are key to achieving this goal. That’s why we’re excited to announce our partnership with SMADE, which will enable us to provide innovative last mile supply chain solutions to our customers to support the scalability of their operations. With our solutions powered by SMADE, we can help OEMs optimize inventory levels, simplify their supply chain, and ensure critical medical supplies and equipment are more efficiently utilized. This collaboration not only enables OEMs to improve service, but also helps them grow faster and with less cost.

Robert Baker - CEO at Velocity

“We are thrilled to partner with one of the largest and most ambitious CMOs in the market. At our core, we are obsessed with improving the customer experience, and this partnership represents a significant step towards that goal. Our asset tracking solution and real-time field data capabilities provide the keys to revolutionizing the way medical devices are delivered, and we’re excited to work together towards this objective. This partnership is proof of our commitment to building a more reliable and sustainable healthcare system, and we’re eager to see the impact we can make together.”

David Ryan - CEO at SMADE

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A PARTNERSHIP DRIVEN BY A COMMON VISION

Velocity and SMADE share values, vision, and **a drive to simplify the supply chain and provide exceptional service to our customers.** Velocity and SMADE are both dedicated to delivering the best possible service to our shared customers. In a competitive industry, providing exceptional service and support is instrumental to maintaining customer satisfaction and loyalty. This collaboration is driven by a shared desire to exceed their expectations, delivering the most advanced and reliable solutions for asset tracking and stock optimization. **By combining their expertise and resources, Velocity and SMADE offer their common customers unparalleled service, support, and value, making their lives easier and their businesses more successful.**

ABOUT VELOCITY

Velocity is a leading player in Orthopedic Manufacturing & Integrated Services, offering specialized and customizable manufacturing processes to produce premium cases and trays, extremity implants, and instruments. It's comprehensive range of capabilities covers everything from design, manufacturing and supply chain services in support of our mission to simplify our customers supply chain to support the scalability of their businesses. As a single source solution to their customers needs, Velocity aims to strengthen partnerships and enable OEMs to focus on the caregiver, thus improving patients' lives.

ABOUT SMADE

SMADE are smart tracking solutions that provide real-time, end-to-end visibility on medical device inventory and activity. By embedding SMADE advanced trackers into trays and instruments, healthcare providers and medical device manufacturers can optimize their asset tracking and inventory management. SMADE cutting-edge data analytics platform called S-HUB, enables users to access the most accurate field data in real-time, automating many of the manual processes involved in tracking, controlling, and managing medical devices. With SMADE, medical device manufacturers and healthcare providers can make more informed decisions, anticipate rising demand, comply with regulations, and build a more reliable and sustainable healthcare system.

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