

How Lexington Medical Cut Order Entry Time by 90%



Company Profile

Medical device manufacturer
based in Boston

Lexington Medical was founded in 2013 and develops and manufactures a minimally invasive endoscopic surgical stapler that cuts and staples simultaneously, used in bariatric and thoracic surgery. With more than 100 employees, Lexington Medical sells across Europe, Australia and the US.

LEXINGTON
MEDICAL

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The ROI is pretty obvious, not just because of the time you're saving, but because of the errors avoided. The time one error takes is exponentially more than any time saved on a single order.

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Rowan Sacks
Director of FP&A and AI |
Lexington Medical

The Challenge

Orders from European hospitals reached Lexington Medical via an Outlook team inbox: as PDFs, in the email body or as Excel files. Apart from the price lists already stored in the ERP, the sales operations team entered everything manually: customer, date, quantities and the PO attached to the sales order. Depending on complexity, each order took five to ten minutes.

On top of that, orders arrive in English, German and French. Processing them required staff who could read several languages, and those people are hard to find.

The Solution

With turian, incoming orders are read automatically, matched to customer and product data and transferred to Odoo as sales orders, regardless of format or language. The team reviews the prepared order and confirms it with a single click.

Lexington Medical evaluated turian in parallel with an EDI solution with OCR capabilities. turian won easily: it was up and running in a fraction of the time, while the alternative's legacy setup required extensive training. The turian team handled the training itself and was hands-on and responsive throughout.

>2,000

orders created directly in
Odoo

–90%

processing time
per order

5

countries, 2
currencies, 1 setup

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Pretty much all of our orders in Europe are processed with turian at this point. Before, someone on our sales operations team entered every order manually. Now it's basically one click, and the order is in Odoo as a sales order.

turian also takes the language barrier out of the picture. Whether an order comes in English, German or French, you don't need to interpret it, it simply ends up in the system in the right language.

One of the most measurable benefits was onboarding people with less experience. We had a new colleague doing manual processing who was having significant issues. After switching to turian, the error rate dropped to zero.

The team was a little resistant to the automation at first, but very quickly became very pro-turian. The training phase was short, and having a direct chat with the turian team helped a lot.

If a company is still on a completely manual process, they definitely should switch. For order entry, there's no reason not to. I would definitely recommend it to anyone.

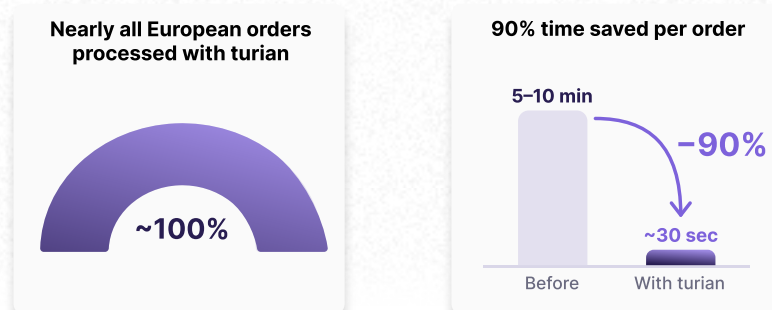
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The Results

Processing time per order dropped from five to ten minutes to around 30 seconds. Nearly all European orders now run through turian, and a new team member's error rate fell to zero.



More Capacity for the Team

The time saved now goes into hands-on support for the sales team instead of order entry. As Lexington Medical keeps scaling, the team has the capacity to take on new demands.

New colleagues also become productive faster, because turian takes care of format and language.



Integration
with Odoo



Multilingual order
recognition



More time for
sales support

What's Next

Lexington Medical continues to scale internationally, and turian scales with it. Rowan Sacks also sees potential beyond order entry: the same technology could automate other incoming documents, such as vendor bills.

Get in touch with us!

Want to learn more about how AI agents can automate your processes?

Book a demo

