FormPrint Ortho500

Synopsis

FormPrint’s medical products business unit is considering various issues raised by the impending introduction of a new 3D printing system, the Ortho500. The product represents an important new market opportunity for FormPrint’s orthopedic business unit, but may require a new approach to marketing and sales. The immediate issue is whether the product should be sold by FormPrint’s existing orthopedic sales force or by Independent Sales Representatives (ISRs). Other issues include the role of the Ortho500 in the company’s global marketing strategy and the need for better coordination between marketing and sales in a changing health-care marketplace. In preparing the case please look at the following questions:

1. Should FormPrint, a leader in high-end 3D medical printing systems, enter the low-end segment of the market with the Ortho500?
   a. What is the role of this product in FormPrint’s product portfolio and marketing strategy?
   b. What factors are affecting competition, product development, and marketing requirements in the 3D printing market?

2. How should the Ortho500 go to market?
   a. Through the ortho division’s sales force, through independent sales reps (ISRs), or through a hybrid effort that involves both?
   b. What are the economic implications of this decision?
   c. What are the organizational implications?