

Case Study: New Laboratory Start-up



Situation Analysis

- Customer is a large Academic institution in the US who made a decision to expand their teaching and research efforts to the Middle East. The goal was to replicate the new labs so that any professor or researcher on assignment in the Middle East would use the same equipment and instrumentation.
- Challenge: Duplicate the products used in targeted US laboratories and deliver in four months on a DDU basis. Turnkey based lab project - order placed with one company with expectation of a fully functional lab.

Partnership Approach

- Fisher Scientific cataloged the products for each laboratory; technical specialists cross referenced each to our portfolio
- Where possible, recommended technically equivalent products as value-added low cost alternatives
- Personalized, consultative selling with increased on-site time by Dubai base sales representative.
- Work in conjunction with local dealer to streamline the import, delivery, training, and installation and commissioning

Customer Value Delivered

- Projects Team with a dedicated Project Manager worked to expedite orders and negotiated volume based savings.
- Logistics optimized containerization and shipping resulting in export and logistics cost savings of 20%+
- Demonstrated 14% overall product cost savings versus current storeroom spend.



Case Study: Teaching Lab Design and Development

Situation Analysis

- Design teaching labs that can be replicated in 7 to 10 facilities in Africa. Objective was to train laboratory professionals working with infectious diseases (HIV, Malaria and TB)
- Challenges: Acquire technology approved by the World Health Organization and appropriate for the conditions; ensure products will be shipped, installed and commissioned in remote locations

Partnership Approach

- Identify products that are approved and can be utilized/maintained easily and efficiently (e.g., pipettors that can be calibrated at the bench or microscopes that can run off solar panels).
- Source products from points all over the globe
- Classify, export, and deliver products to each laboratory location adhering to local regulations.
- Install and commission the products in the remote facilities
- Provide ongoing training and warranty support

Customer Value Delivered

- Provided one quality source solution in remote parts of the world
- Allow researchers to focus on Health Initiatives research
- Negotiated high volume product discounts

