



# Introducing New Technology

Exciting world of Immunoassays

- Yet another new Platform?
  - Why?
  - How?
  - When?
  - Return on Investment?
  
- Different ways to introduce new technology
  - Pro-Active, own initiative
  - Sponsor-driven





# Introducing New Technology

## Consequences

- Chance to be early adopter:
  - “marketing value”
  - Yield more projects
- New platforms may be introduced early
  - Not yet fully evolved in robust, “fool-proof” equipment
  - “Teething Problems”
  - Introduction into Regulatory Environment: specific requirements
- Questions and Pressure:
  - External:
    - sponsor concerns on deadlines
    - vendor doesn’t see the problem
  - Internal: Management questions on timelines and revenue

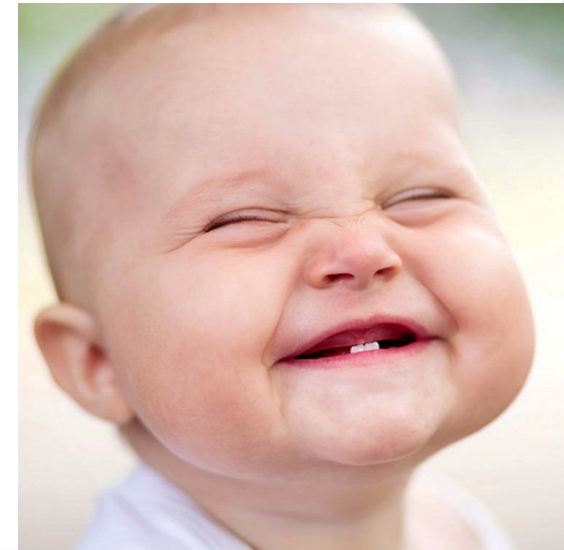




## Introducing New Technology

Example

- New platform, Technology works, assisting equipment “wobbly”
  - Lots of data, lots of discussions
    - Internal
    - External
    - Sponsor
    - vendor
  - Experts on site (multiple times):
    - problem solved





# Introducing New Technology

Utopia



- Time is no factor
  - Elaborate preparation
  - Cross all T's, dot all I's
- Separate(?) Group tests all kinds of (comparable) new platforms well in advance
  - Choose the right platform after comparison and evaluation
  - Collaboration with e.g. University
- Collaboration with vendor
  - Be very specific on the requirements

