

# OptiRun

## Service solutions

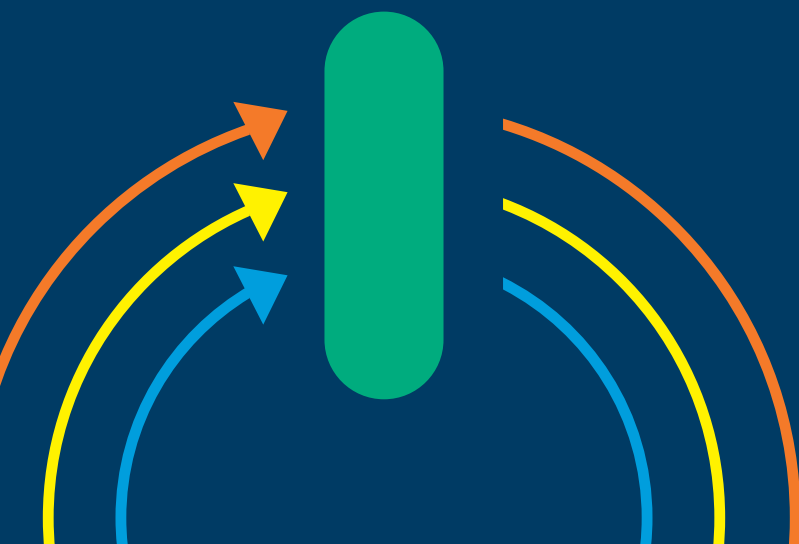
EQUIPMENT DONATION

Working with our customers and the global scientific community to enable research advances worldwide



**Our mission is to support your equipment through its entire LifeCycle, but our passion carries us even further.**

Service expectations for life science customers have evolved. With the pace of innovation, research, and development today, a traditional service contract focused on break-fix events is no longer enough—you need a comprehensive partnership with your service solution provider at every stage of your equipment's LifeCycle. Cytiva recently launched OptiRun™ service solutions, its first service brand. OptiRun renews our focus on customer success and outcomes. Fast response times and effective support for unplanned downtime have always been a cornerstone of service.



**Expert services extend your equipment's useful life and its ability to serve other students, scientists, and researchers.**



## **The global need for research equipment is high and a tangible challenge to tackle.**

Cytiva has spearheaded an effort to connect equipment to researchers in need. There are many barriers to scientific discovery in the developing world. Access to quality equipment is one of the biggest. Resources that we take for granted can be life changing for talented scientists and students trying to participate in the global science community. Because you have made an investment in high-quality service, your well-maintained equipment can continue to make an impact by serving others for years to come.

Users and engineers often develop an emotional attachment to their technology. Knowing that equipment can go on to help others is a powerful and rewarding motivator that inspired us to create a path for donation. With OptiRun, the end of your equipment's useful life can be a rebirth, placing these valuable tools into the hands of students and researchers in the developing world. Quality assets are needed to empower the next generation of researchers in tackling local and global challenges.

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## **Why is the Seeding Labs model so effective?**



**Simply put, our model works because it is strategic, rigorous, and comprehensive at all levels. We aren't just moving equipment from point A to point B. We are giving scientists in the developing world the tools, training, and connections they need to be on the cutting edge of global discovery.**

**Nina Dudnick, PhD**, founder of Seeding Labs





# Equipment donations are already benefiting thousands of researchers at nine universities in seven countries.

## The global need for research equipment is high and a tangible challenge to tackle.

Our equipment donation program is powered by a partnership with Seeding Labs, a nonprofit that has been connecting resources to researchers and institutions across the world for more than a decade. Seeding Labs is a proven authority in equipment donation due to a rigorous approach to screening equipment and recipients. The organization only accepts equipment that is operational and useful, and also stringently vets potential recipients to ensure the best outcome from donations.

The process starts when you make the decision to donate your equipment. While it might have reached the end of its useful life for your application, it might have years of useful life left for others. Cytiva works with Seeding Labs to channel the customer donations to those in need.

## Donated equipment is already making an impact in developing countries.

Donated Cytiva equipment is already benefiting thousands of researchers at nine universities in seven countries. It is not uncommon to have our equipment requested by name because researchers, scientists, and students in the developing world recognize quality, and know that our customers invest in care and maintenance.



**Talent is everywhere.  
Resources are not.  
Together, we can  
change that.**

Seeding Labs

# Donated ÄKTA systems in Ghana are influencing a variety of research efforts and scientific discoveries.

In 2018, two donated ÄKTA™ chromatography systems were shipped to Ghana. One found a new home at the University of Cape Coast department of forensic sciences, and the other is now with the department of pharmaceutical chemistry at the Kwame Nkrumah University of Science and Technology.

Novel  
psychoactive  
substance  
detection

Method  
development  
for water  
quality  
assessment

Development  
of forensic  
investigative  
methods

Design of  
antimicrobial  
agents

Doping agent  
discovery and  
assessment

Support for  
new drug  
discovery



**At Cytiva, our service offerings are centered around our customers. We tie everything we do to customer success, and we're here to help each scientist optimize their work. Our Giving Back to the Science Community initiative shines a light on this central purpose: our empathy for scientists and extending the outcomes that our equipment can deliver.**

**Sonia Glace**, Senior Global Product Marketing Leader – Global Services, Cytiva

## How can you learn more and participate?

A key focus of OptiRun is supporting our customers throughout the entire LifeCycle of their equipment. As part of this mission, Cytiva is excited and honored to create an equipment donation path for our customers through Seeding Labs. To learn more about the process visit [seedinglabs.org/optirun](https://seedinglabs.org/optirun).