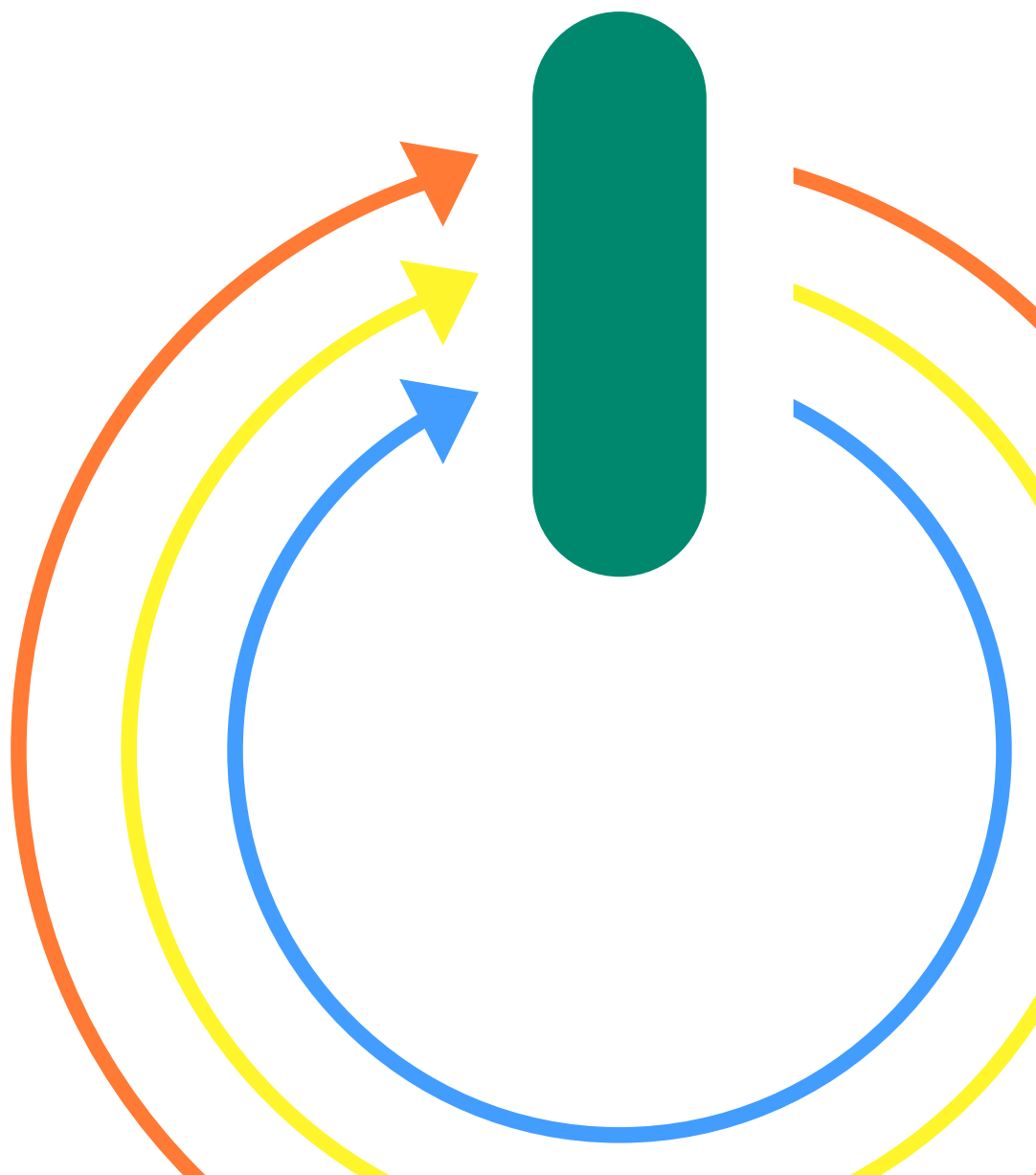


OptiRun

Service Solutions

**How a Cytiva service resident
achieves 99% uptime**



A multinational pharmaceutical company required excellent service for more than 100 pieces of Cytiva equipment. As a leader in pharmaceutical manufacturing, the company needed to maximize uptime, increase the productivity of its production teams, and strengthen its revenue streams.

Company leaders recognized that flexible, consistent service was key to maximizing performance on their Boston-based campus. In the past, their teams had spent significant amounts of time tackling service issues through a third party, resulting in unprecedented downtime for equipment.

The cumbersome service process lacked both transparency and efficiency. To address a problem, team members would open a purchase order (PO) through a third party. The third party would process the PO through its own system before contacting Cytiva with another PO. Cytiva would then order any necessary parts and fix the issue. This multi-step approach resulted in a seven-business-day turnaround for a total repair solution. The lost uptime led to operational standstill, stalled scientific progress, and created a detrimental loss of revenue.



Transforming productivity with OptiRun service solutions

To support the customer's needs, Cytiva OptiRun service team assessed the complicated, multi-step process of servicing equipment through a third party. Working with a third party clearly led to a lack of accountability and delayed turnaround time. The extra downtime — and additional employee bandwidth spent managing service requests — was having a devastating effect on the company's ability to meet its scientific, operational, and business goals.

The OptiRun™ team took the opportunity to create a better environment by establishing a direct relationship with the customer. In every aspect of their agreement, we prioritized immediate support, transparency in communication, and end-user education. The recommended solution was an OptiRun service resident program, with a dedicated onsite field technician providing a single point of contact and serving as a strategic partner for end-users.

Today, this dedicated on-site technician provides consistent support leveraging six years of experience, and an enthusiasm for solving problems. With spare parts available in his truck and the promise of same-day repairs, the OptiRun service resident empowers his customers with the confidence that they can surpass their goals every day.



Sal Lombardo
Resident Engineer,
Cytiva Life Sciences

Strengthening operational, scientific, and financial outcomes

The partnership between Cytiva and the customer has created exponential benefits across operational processes, scientific progress, and financial growth. By supporting the work of the end user, the OptiRun service resident program enables scientists to strive toward continuous outcomes without unnecessary downtime:

Operational outcomes

Establishing one point of contact means that end-users can now speak to a service professional able to help them immediately. Rather than contact an anonymous voice through a long chain of communication, customers connect with a friendly face who works solely with their company. The OptiRun service resident is fully integrated into the customer's campus and workflows and has developed meaningful relationships built on trust.

This service expert often fixes issues with a quick phone conversation, or in person within the hour. Because the service expert maintains a supply of parts readily accessible, issues are resolved quickly. A 99% first-time-fix rate optimizes operational outcomes and enhances the productivity of every user. This hands-on approach has revolutionized productivity across all the labs on campus supported by Cytiva.



Any time we have a question or an issue, our Cytiva technician is the first call we make. He's exceptionally responsive.

— lab tech and Cytiva customer

Scientific outcomes

By educating customers in proper use and by conducting regular maintenance, the OptiRun service resident has optimized the environment for scientific progress. Specifically, a 50% reduction in mechanical issues have been driven since the start of the agreement. Users now spend their time on scientific breakthroughs rather than on managing perpetual issues. In other words, the OptiRun service resident doesn't just fix problems, he/she prevents them from arising altogether.

When users do hit a snag in their process, the OptiRun service resident reaches out to an OptiRun application specialist. The two experts collaborate to assess the source of, and solution to, the problem. Unlike when working with third parties, this holistic approach gives scientists 360° support on equipment-specific issues. Rather than struggling to define the problem and the solution, the customer benefits from a consensus based on two experts' analysis. This collaborative approach ensures optimal scientific outcomes in record time.



Our technician has given us valuable insights into preventative maintenance. He educates us in stopping issues before they start — my team listens to him because he really knows the equipment.

— lab tech and Cytiva customer

Financial outcomes

Because the OptiRun service resident brings immediate expertise to each problem, 96% of issues were solved within seven business hours. This dedication to driving the customer's work forward translates to a 99% first-time fix rate and 99% uptime on equipment.

In the case of installations and updates, the OptiRun service resident manages the process from start to finish. These customer needs are built into the contract, which optimizes for cost. In other words, end-users receive the highest level of support during equipment changes without paying an hourly rate for the services.

By maintaining equipment for consistent, long-term performance, OptiRun service solutions ultimately minimize unexpected downtime and maximize the longevity of the equipment. With 99% uptime, the customer can accurately forecast and meet the highest revenue goals. Scientists can confidently surpass their production benchmarks, contributing to consistent growth.



We can't be slowed down when the equipment misbehaves, and we can't be experts at everything. To have a skilled specialist in the building who can fix something within the same workday is absolutely invaluable

— lab tech and Cytiva customer

Surpassing goals with a trusted service partner

OptiRun service solutions give end-users the invaluable support they need to perform at the highest level, with equipment that unfailingly supports their business goals. Every day, OptiRun service teams push higher and higher knowing that the equipment they service can accelerate their customers' work to surpass benchmarks and drive scientific progress forward.

99%

first-time fix rate*

50%

reduction in mechanical issues*

99%

uptime on equipment*

96%

of issues solved within 7 business hours*

* Statistics featured are for a specific customer with lab scale equipment based in Massachusetts, USA. Results may vary.

If your team manages critical pharmaceutical manufacturing operations, turn to the Cytiva OptiRun team for a residence program that's built specifically to accelerate your efficiency.



ÄKTA™ avant



ÄKTA pure



ReadyToProcess WAVE™ 25

For more information, or to schedule a preventive maintenance visit:
[cytiva.com/service](https://www.cytiva.com/service)



[cytiva.com/service](https://www.cytiva.com/service)

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