

Radical cost reduction

Identifying transformative system configurations and innovative consumable concepts to create a step change in cost



User focused design

Transforming user experiences, from sample prep to visualisation, through a design thinking approach

Cost challenges

Opening new markets and applications through cost reduction and market positioning



Identifying and addressing real user needs to improve the overall experience and drive new business



Market strategy

Generating business
value through the identification
of access new market
opportunities, leveraging
technology capabilities in
line with clients expectations
and regulatory trends

Drive for growth

How to drive new business, gain a competitive advantage and expand customer base

What are the challenges that instrumentation developers face?



Time to market

Ensuring that new products hit the market to establish a competitive advantage



Accelerating R&D

Agile development of complex systems, leveraging multi-sector best practices and utilising our highly specialised multidisciplinary teams

Dynamic environments

New opportunities outside of the laboratory context

Digitalisation

How to generate value from data, for internal and external stakeholders



Taking instruments from the lab to the field, delivering accuracy and reliability in challenging environments



Impactful connected devices and data services

From device connectivity, to AI/ML enabled predictive modelling, from data architecture to capturing customer's insights all using a value-first approach