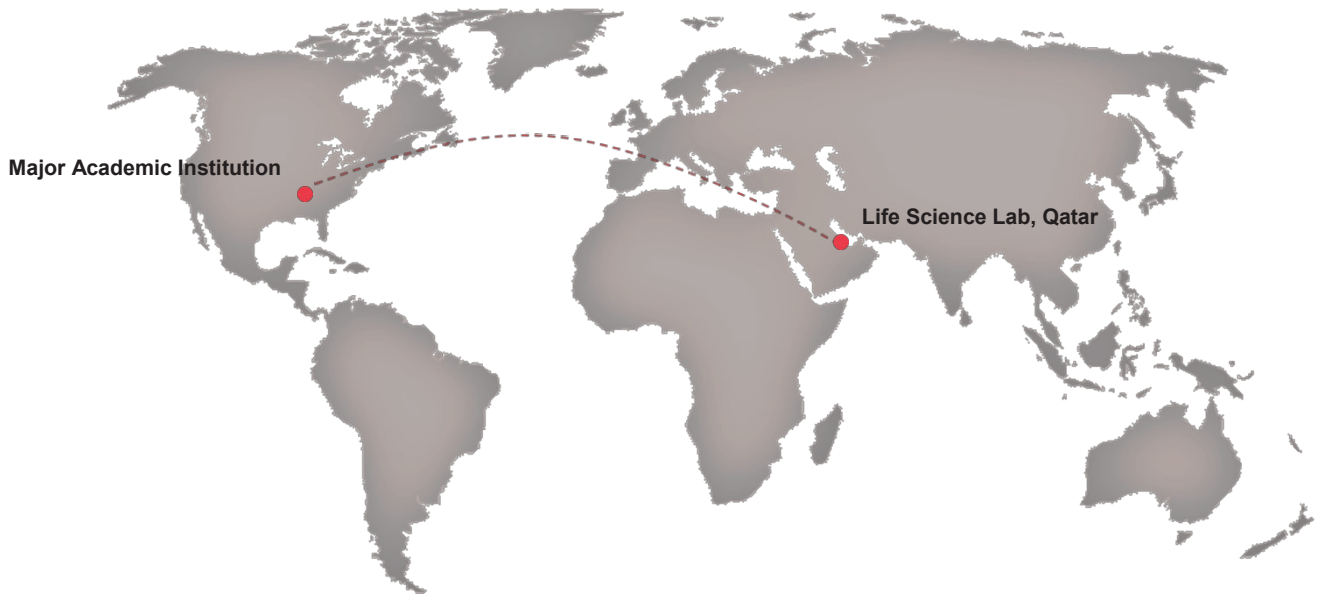


Laboratory Expansion and Start-up



Situation Analysis

- **Decision:** Expand teaching and research efforts to the Middle East
- **Goal:** Replicate new labs allowing any professor or researcher in the Middle East access to the same equipment and instrumentation
- **Challenge:** Duplicate products in US laboratories and deliver in 4 months

Partnership Approach

- Fisher Scientific cataloged products for each lab and recommended technically equivalent, low cost alternatives
- Personalized, consultative selling with increased on-site time by Dubai base sales representative
- Utilized local dealer to streamline importation, delivery, installation and commissioning

Customer Value Delivered

- Project team expedited orders and negotiated volume based savings
- Logistics optimized containerization and shipping resulting in cost savings of 20%+
- Demonstrated 14% overall product cost savings versus current storeroom spend