



The Ardia Platform

2023 Campaign Playbook

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How to use the playbook

The Thermo Scientific™ Ardia Platform playbook serves as a deployment guide for campaign graphics and messaging developed by CMD Software Marketing.

Each asset in this playbook features a link to downloadable assets for immediate use and to a production file for designers. Designers may use these files, along with the guidance given in the playbook, to create additional assets to support the campaign.

The assets in this playbook are brand approved. New configurations or messaging of the assets may require brand review. Trade show assets require a corporate brand review.

Note: Using screen captures of the samples herein, or exported images from the PDF is not recommended as they're meant to serve as visual guides only and will reproduce incorrectly and/or at a low resolution.

As additional campaign assets become available they will be found in Box links provided in this playbook.

Strategy summary

Ardia Descriptors

How do you describe The Ardia Platform? These are variations in different lengths, to be used for all kinds of messaging.

1. The Thermo Scientific Ardia Platform links scientists, tools, and data seamlessly together, continually helping the global scientific community get closer to the truth.
2. The Thermo Scientific Ardia Platform is transforming science by enabling the agglomeration of data and discoveries in one common global digital language. With The Ardia Platform, you can accelerate science and get closer to the truth.
3. The Thermo Scientific Ardia Platform is transforming science by giving scientists a platform utilizing a common global digital language. It allows users to extract insights from once siloed data, increasing productivity and accelerating science to help you get closer to the truth.
4. The Thermo Scientific Ardia Platform is helping science achieve its ultimate goal: to get closer to the truth. Through one common digital language, The Ardia Platform encourages scientists everywhere to share their insights and data in order to accelerate findings and results.
5. The Thermo Scientific Ardia Platform is transforming the way global science harnesses its data, findings, and insights. The Ardia Platform is the engine that will accelerate scientific knowledge, resulting in getting you closer to the truth.

Ardia's Relationship to Thermo Fisher Scientific

1 - The official full name:

[The] Thermo Scientific™ Ardia™ Platform

2 - The official descriptor:

[The] Ardia Platform

Using the Ardia name

Not permitted are:

- Ardia software
- Ardia cloud
- Thermo Ardia
- Thermo Fisher Ardia
- Thermo Fisher Scientific Ardia
- Ardia Thermo Fisher
- Ardia Thermo Scientific
- Ardia Thermo Fisher Scientific.

Campaign messaging

Thermo Scientific™ Ardia™ Platform

Built from the ground up to bring scientists closer to the truth

The Ardia Platform from Thermo Fisher Scientific is an innovative cloud-based software that will help scientists get closer to the truth.

It is built from the ground up and will greatly increase workflow among scientists within companies and worldwide.

It is developed to integrate with existing software and to be an integral piece within laboratory ecosystems.

It will greatly accelerate analysis and insights.



Campaign imagery

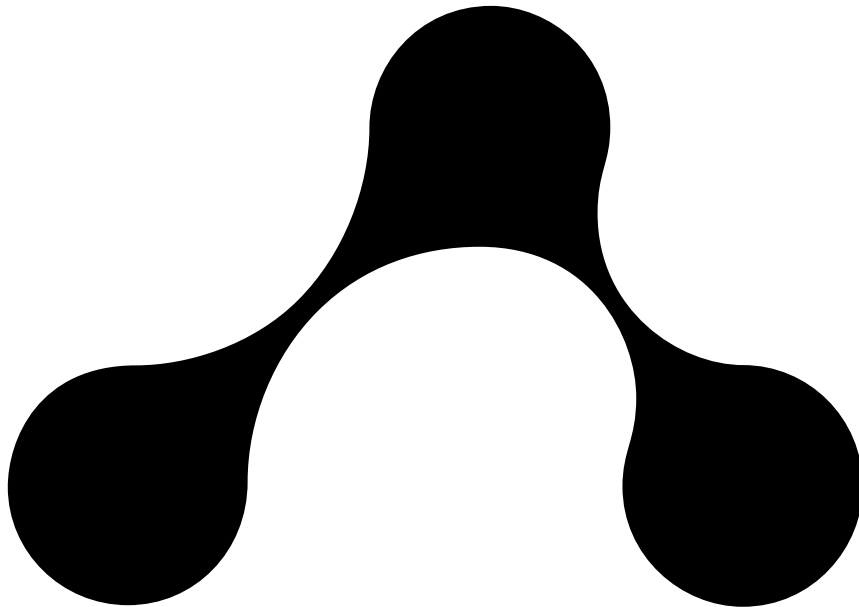
Campaign imagery is available for download in All Imagery.

The 2D Ardia Mark



The 2D Ardia Mark - 75px and below

Also available in TF Red and White.
Do not enlarge beyond 75px.



The 2D Ardia Mark - Above 75px

Also available in TF Red and White.
Do not shrink below 75px.

[All Imagery](#)

The 3D Ardia Mark



The 3D Ardia Mark - 75px and below

Do not enlarge beyond 75px. Only available as white on TF Red background.



The 3D Ardia Mark - Above 75px

Do not shrink below 75px. Only available as white on TF Red background.

[Contents](#)

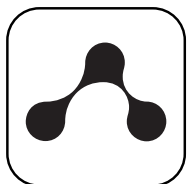
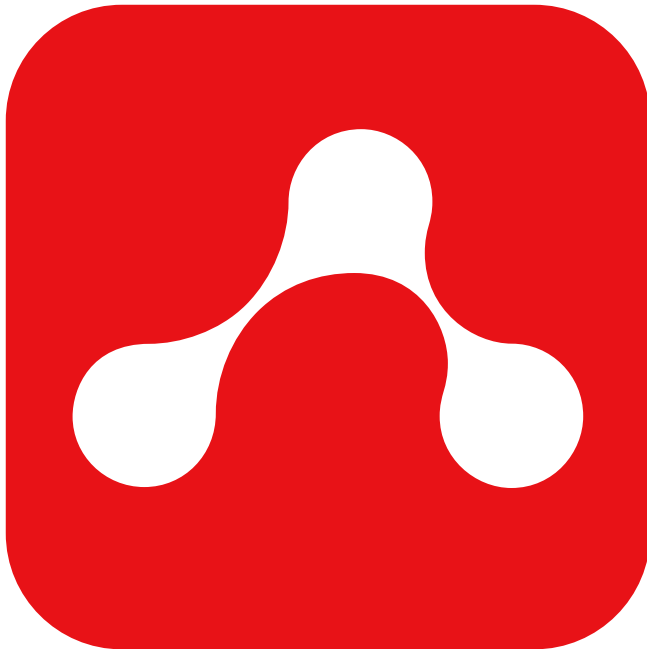
Campaign imagery

Campaign imagery is available for download in All Imagery.

The Ardia Tile

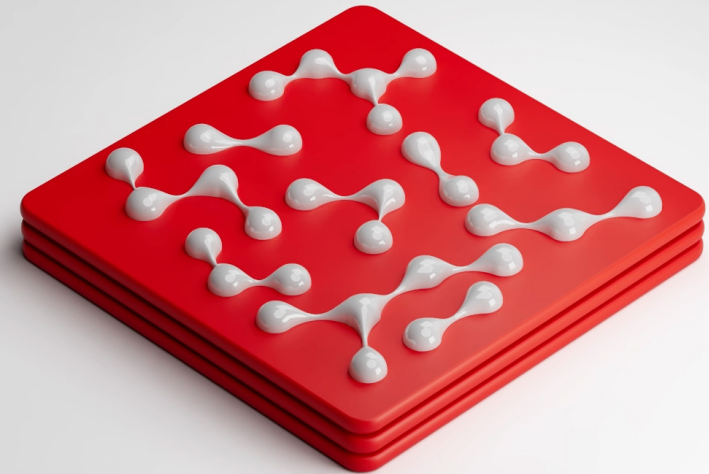
The tile version of the Ardia mark is a 1:1 square with rounded corners. The primary version is the white mark on red. The smaller tiles shown below are alternate versions.

The tile should never have sharp corners or be shown in other color variations.



[All Imagery](#)

The Ardia Diagram



[Contents](#)

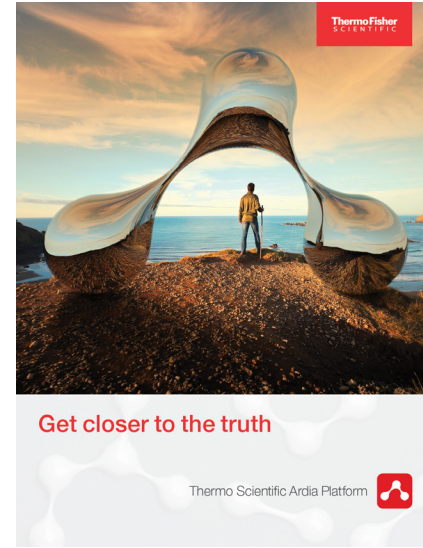
Brochures

Flattened asset files and layered production files are available from the asset and production download.

Ardia Platform brochure



Ardia platform Enterprise Software brochure



At the heart of science is a search to find the truth. It's only one step away, we hypothesize, test and repeat to find answers, learn more and ultimately get closer to the truth.

We believe this journey can be faster and more effective. We imagine a future where technology accelerates scientific innovation and connects us to the things we need, more easily and seamlessly.

The Thermo Scientific™ Ardia™ Platform is the engine that will accelerate scientific knowledge and help science achieve its ultimate goal: to get closer to the truth.

"There is always uncertainty, so there is no absolute truth. It is about getting closer to the truth."

Chemistry Engineer, Pharmaceutical Industry

Designed for scientists running chromatography and mass spectrometry analyses, the Ardia platform enables them to combine, aggregate, compare, interrogate and share information via a common digital language.

It allows for the highest uptime, security, and global compliance standards in the sharing of previously siloed data. A suite of customizable fit-for-purpose solutions leverage the data lake to drive productivity and provide an effortless workflow experience, enabling faster data insights.

See the whole picture
Apply artificial intelligence and machine learning to analyze data sets, providing streamlined practices and a more complete, accurate, and precise picture than ever before.

Work faster
Be more productive with fit-for-purpose solutions and super-charged large data set processing to accelerate results. Dashboards and enhanced storage of key data optimize lab management.

Anticipate the future
Developed on cloud architecture with configurable workflows and the widest instrument compatibility to fit with your digital transformation goals.

Advance together
Bring people, data, and instruments together and securely encourage the sharing of knowledge with a solution that fits and expands with your ecosystem.

Inspire collaboration
Break down software silos by aggregating data in a data lake with single-point access to instruments and data, delivering a new consistent user experience.

"The excitement is connectivity of all that data ... This is extremely transformational."

Process Development, Biotechnology Industry

Digital transformation is a journey driven by the desire to fundamentally improve laboratory working practices by leveraging the latest advances in IT. The Thermo Scientific™ Ardia™ platform allows the laboratory to harness the latest technology.

With the need to eliminate errors, operate more efficiently, and reach confident results faster, laboratories are increasingly needing software that will connect all their data, instruments and scientists.

Built using cloud technology, the Ardia platform scales from on-premise to cloud, centralizes chromatography and mass spectrometry data, maximizes instrument utilization, and accelerates data analysis to help scientists get closer to the truth.

Bring your laboratory into a new era of connectivity with the Ardia platform

Collaborate
Collaborating means more than just connecting and centralizing data. Work through a web-based application, with real-time global access, to enable seamless communication between software and easily share data and work together to deliver faster insights.

Streamline
Streamline operations with a clean, intuitive user interface that makes navigation an airtight web browser access to the platform facilitates data access and remote working from anywhere at any time. Built-in tools simplify repetitive tasks, ease administrative effort and reduce training requirements.

Secure
Keep data secure, controlled and audit ready with embedded user and data management tools customizable to your organization's specific needs. Built-in features manage users, track actions, and simplify data backup and archival, streamlining operations and delivering resilience.

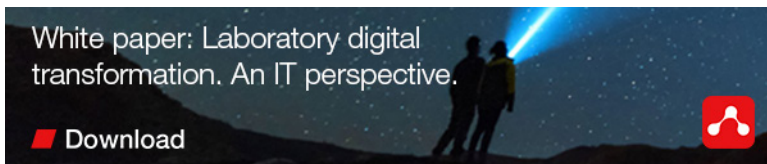
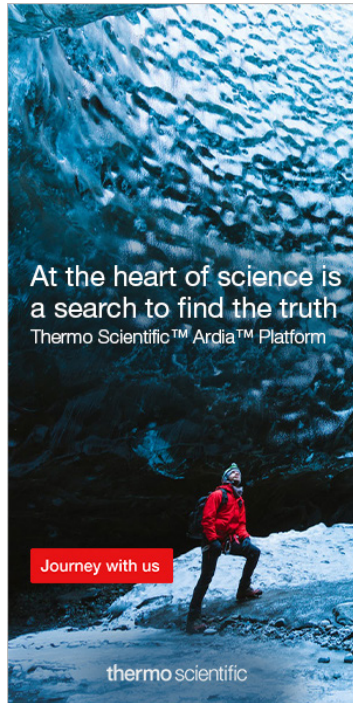
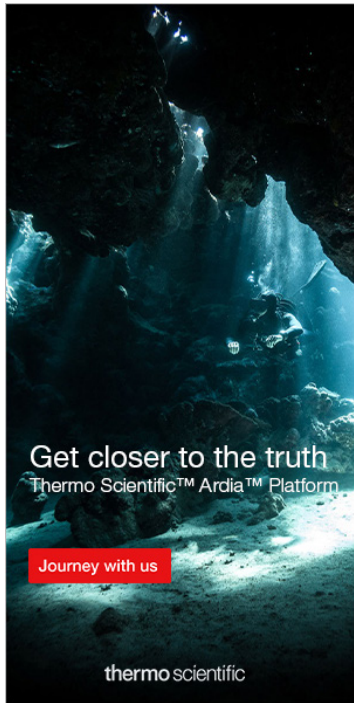
Connect
Connect multiple software applications to one central platform for seamless operation and ease of data sharing.

Integrate both chromatography and MS instruments for automated file transfer to centralized data storage, eliminating siloed data across multiple hard drives and making it globally available.

Digital banners

Asset & Production

Flattened asset files and layered production files are available from the asset and production download. Additional sizes available.



Contents

Event Graphics

Graphics available from the asset and production download.

Retractable banner stand

Asset footer if needed

Asset & Production

ThermoFisher
SCIENTIFIC

thermo scientific

Ardia platform

Get closer to the truth

- Connect people, data and instruments
- Increase productivity with fit-for-purpose solutions
- Inspire collaboration, break down software silos
- Apply artificial intelligence and machine learning
- Anticipate the future

Learn more at thermofisher.com/Ardia

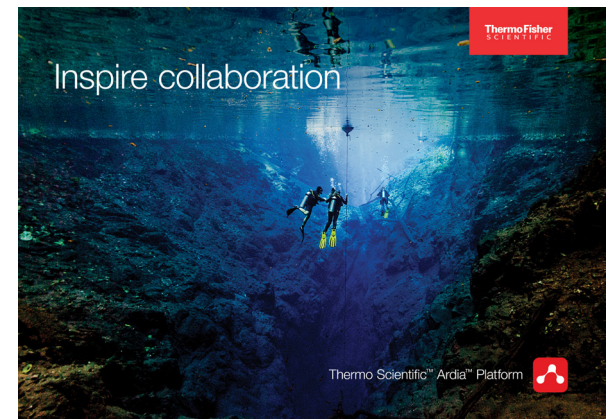
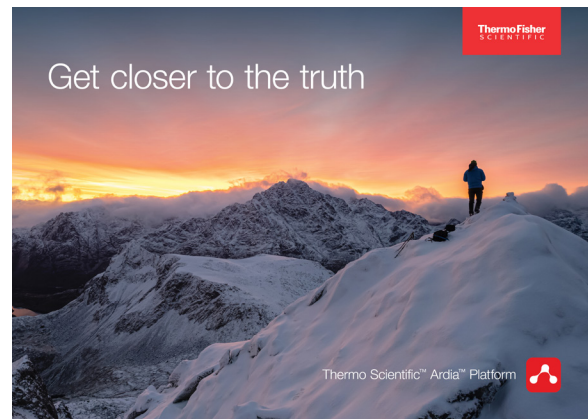
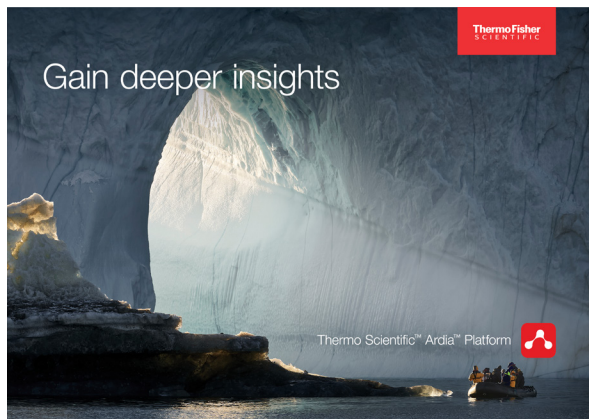
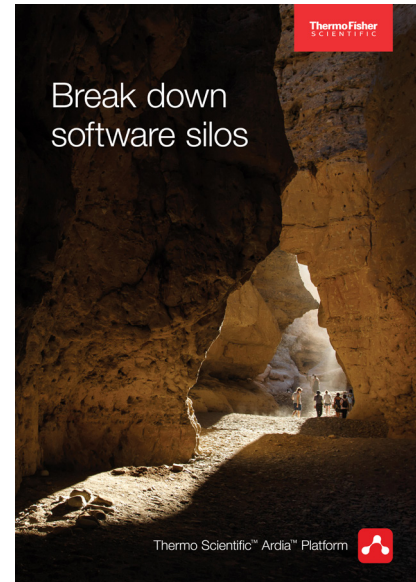
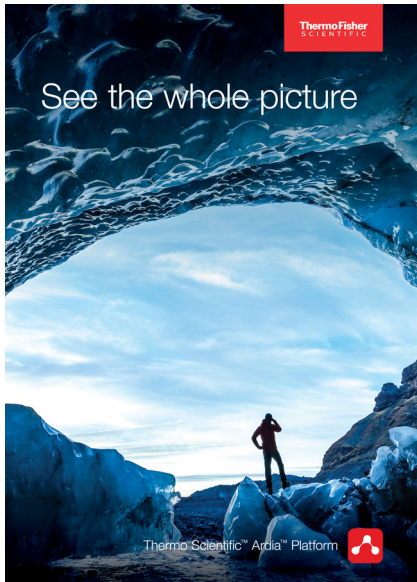
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Posters

Asset & Production

Graphics available from the asset and production download.



Contents

Video

[Asset & Production](#)

Product overview and whiteboard videos are available from the asset and production download.

ARDIA animation



ARDIA video



ARDIA animation



[↑ Contents](#)

Presentation Template

Asset & Production

Powerpoint slides are available from the asset and production download.



Contents

Resource Literature

Flattened asset files and layered production files are available from the asset and production download.


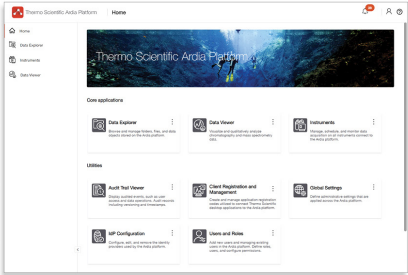
Product spotlight | Thermo Scientific Ardia Platform

ThermoFisher SCIENTIFIC

Instrument management with the Ardia Platform

Take control of your laboratory by ensuring that all your chromatography and mass spectrometry instruments are managed, connected and utilized more efficiently. Achieve greater productivity by centralizing operations, minimizing system downtime and experience a whole new level of clarity.

Effective instrument management is a critical element for any modern laboratory, but instruments are often standalone which makes management a manual and time-consuming task. This is why the Thermo Scientific™ Ardia™ Platform has the Instruments application at the heart of its core functionality. Designed to streamline instrument management, this application functions as the driving force behind managing, scheduling, and monitoring systems, enabling laboratories to get the most out of their instruments, bringing systems together for higher utilization to maximize return on investment.


The web-based platform provides a global environment with easy access to all associated features.

thermo scientific

ps-002185

Product specifications | 002092

ThermoFisher SCIENTIFIC



Thermo Scientific Ardia Platform server specifications – Connect and collaborate

Server hardware specifications for the Thermo Scientific™ Ardia™ Platform

Server name	Ardia standard tower	Ardia standard rack	Ardia advanced tower
Server model	Dell™ Precision™ 7520XL	Dell™ PowerEdge™ R760XL	Dell™ PowerEdge™ T350
Processor	Intel® Xeon® Gold 2.1GHz	Intel® Xeon® Gold 2.9GHz	NVIDIA® Ampere A30 2.3GHz
Cores	20	16	64
RAM	128GB	128GB	512GB
Storage	HDD 12TB + NVMe 512GB	HDD 72TB (48TB RAID6) + SSD 960GB (480GB RAID1) + 1.6TB NVMe	HDD 128TB (66TB RAID6) + 19.2TB NVMe (12TB RAID5)
Operating system	Ubuntu® Linux®	Ubuntu® Linux®	Ubuntu® Linux®
Embedded management	Client Command Suite	iDRAC	iDRAC
Dimensions	433 x 218 x 566 mm (H x W x D)	87 x 482 x 772 mm (H x W x D)	459 x 200 x 680 mm (H x W x D)
Operating temperature	5 to 35°C (41 to 95°F)	10 to 35°C (50 to 95°F)	10 to 35°C (50 to 95°F)
Storage temperature	-40 to 65°C (-40 to 149°F)	-40 to 65°C (-40 to 149°F)	-40 to 65°C (-40 to 149°F)
Humidity	Operating: 8 to 85% Storage: 5 to 95%	Operating: 8 to 80% Storage: 5 to 95%	Operating: 8 to 80% Storage: 5 to 95%
Power	Standard 100 – 240V	Dual 1800W (200-240V)	Dual 2400W (200-240V)

The Ardia platform and server must be purchased together from Thermo Fisher Scientific. Please contact your local account manager for more information.


Learn more at thermofisher.com/ardia

thermo scientific

ps-002092

White paper | 002074

ThermoFisher SCIENTIFIC



Laboratory digital transformation: An IT perspective

Digital transformation—What is it?

Let's tackle something that every industry has been staring at for a while, but none so intently than those administrators that hold together the various software systems on a field of different consoles and operating systems, track down and dole out secured external drives to try to manage file collection, and are asked why it takes months (years, never?) for one software to have the technical ability to magically transfer information to another.

With a mixture of envy, inspiration, and maybe even some dread we watch, initiate, and are possibly current participants in companies that have jumped into a digital transformation process with both feet. Holding out hope that we can form digital strategy divisions and add our knowledge to the various reports on tactics that any and all of the top tier pharma players including Merck and Co Inc., Johnson & Johnson, Sanofi S.A., and more are prominently providing for purchase.

So, what is this digital transformation that we are trying to accomplish?

Since a digital transformation can be different for every market and even every company, in generic terms, digital transformation is the inclusion of digital technology into all areas of a business. A very simplistic example could be how seamlessly communication avenues in business adopted email and computers over company stationery and typewriters; everyone saw the value and migrated. But asking industry leaders would reveal that digital transformation seeks to go further than just a technology upgrade. For them, a digital transformation includes a mindset change to accept failures in the adoption process and integrate that into an iterative solution that gets closer to a planned vision.

If you were to ask the ISPE, digital transformation is a key piece to Pharma 4.0 which is all about forming a holistic control strategy² to drug discovery and production. Pharma 4.0 visually places a nice frame around an overwhelming mountain of information.

thermo scientific

wp-002074

Photography — Explorer

All Imagery

Group 1

The explorer by him or herself or as team. Going to the end of the earth to find the truth.



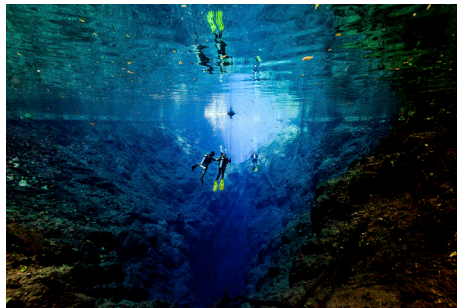
Contents

Photography — Explorer

All Imagery

Group 1 continued

The explorer by him or herself or as team. Going to the end of the earth to find the truth.



Contents

Photography — Working Explorer

All Imagery

Group 2

The scientist is at work and occupying themselves with specific tasks.



Contents

Photography – In the lab

All Imagery

Group 3

This should be used in conjunction with either group 1, 2 and 4 and not as leading or main visuals.



Contents

Photography — Ardia presence

All Imagery

Group 4

This visual group demonstrates in a conceptual way the omni-presence of The Ardia Platform. Since Ardia is cloud-based, it is wherever scientist are.



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