



Veronika Holscher

Global Marketing Communications Manager
CMD Software, CDS

 The world leader in serving science



H2 2022 Chromeleon CDS 7.3.1 NPI



Goal: Introduce new functionality for Chromeleon CDS to promote upgrades to new software from installed base and generate new customers. Increase demand generation, awareness and drive preference for partnering with Thermo Fisher Scientific on customers' digital transformation journey. Generate new target community members, increase MQLs and sales. Key benefits of NPI: streamlined Mass Spec workflows, lab efficiencies, cloud-based data capture.

Strategy: Promote quality, validation and compliance tools to Quality Managers in regulated analytical science labs; promote business benefits (total data lifecycle, cloud capabilities) to IT decision makers in BioPharma and Industrial labs

Post-launch 7.3.1 – Q3 - Q4

Target community and custom list emails, 3rd party media, organic and paid social media promoting on-demand webinars, special enterprise promotion, Chromeleon University, brochures, animated video, and quiz/game.



International Informatics Symposium – October 3-7, 2022

Major event: in collaboration with DSS (Oct. 3-7) and on-demand event promotions generating **492 registrations**, **163 live attendees**, **132 MQLs** and **26 SQO**, **6 SQO wins**



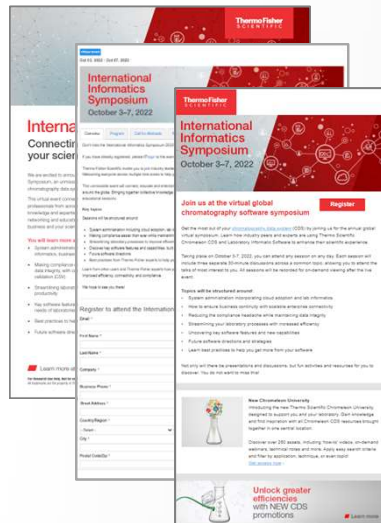
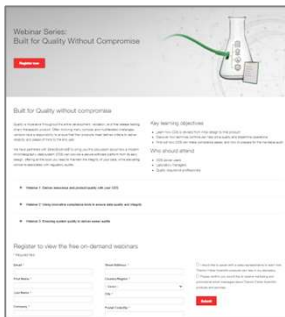
H2 Enterprise Promotion

Announcing new CE drivers, discounts on licenses and training services.

Global media campaign with print ads, social media, 3rd party media, digital ads, email. Generated **4 MQLs**. Promotions continue in H1.

LCGC Executive Summaries

3 summaries based on Chromeleon Built for Quality Webinar series – LCGC drove traffic to gated summaries: **70 download**, **3 MQLs** so far. Promotions continue through Q1



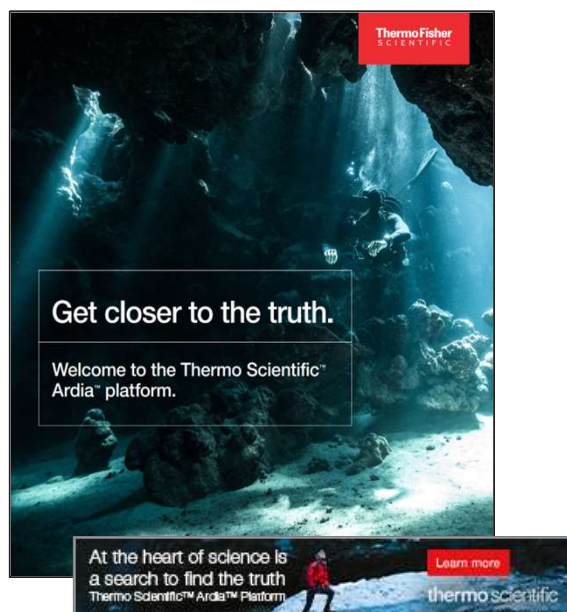
H2 2022 Thermo Scientific Ardia platform

Goal: Introduce Thermo Fisher's commitment to the development of a comprehensive suite of laboratory and instrument software that is platform based, cloud enabled and vendor agnostic. The Ardia Platform is built for connectivity across instruments and labs for easier data management, greater insights – to accelerate science and help scientists get closer to the truth.

Strategy: Q2 launch of Ardia Platform including new creative, 2 videos, digital assets, sales playbook, full media plan, 3rd party media webinars, social media, programmatic to promote the new product and drive traffic to the website. The Ardia playbook will be introduced to the Commercial team in the US in Denver end of February.

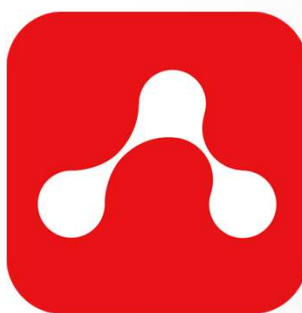
Launch Q2 – ASMS 2022

Soft launch with Ardia Platform landing page, inspirational video, social media banners, and programmatic display advertising campaign.



Post-Launch – Q3-Q4

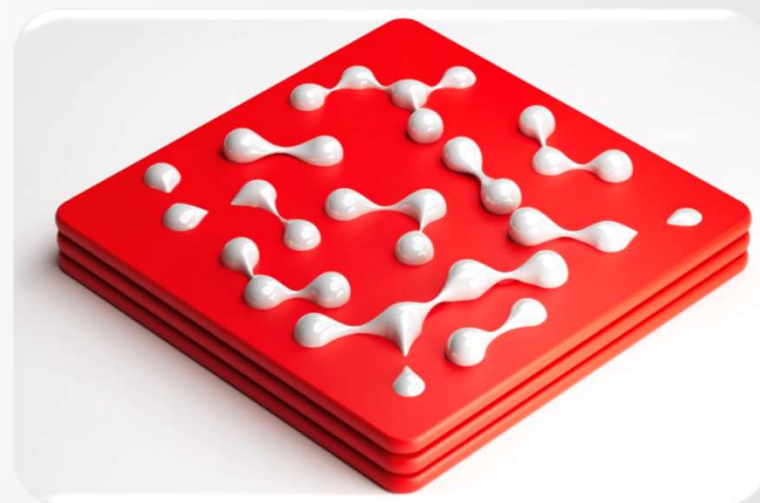
- Market research
- Brand naming strategy – Ardia Platform
- Platform architecture and visual representation
- Messaging strategy, including Ardia Ready and Powered by Ardia product associations
- Video scripting and animation



Ardia

Ardia Mark and Platform Architecture

- **Ardia Core** - required applications, software and services to run and configure Ardia.
- **Ardia Suite** – optional applications and workflows that can be selected to perform specific tasks.



H1 2023 Ardia Platform NPI & Chromeleon 7.3.2 NPI

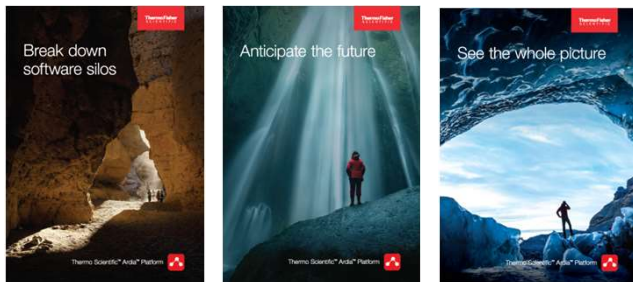
Goal: Launch and commercialize Ardia platform. Launch and commercialize Chromeleon CDS 7.3.2. Increase awareness and drive preference for Thermo Fisher as strategic partner for CMD Software customers' digital transformation journey with top-of-funnel content.

Strategy: Compelling NPI of Ardia platform as step 2 of multi-year market introduction – strong awareness focus plus demand generation.

Strong and bold NPI launch of the Chromeleon CDS 7.3.2 and related workflows

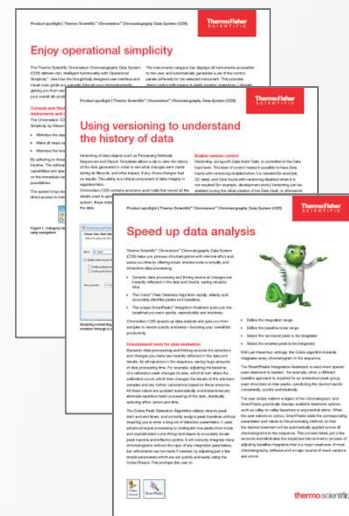
Ardia Platform NPI planned for Q2 launch

- New creative for sales tools, collateral, display ads, paid social and paid media promos, web and digital assets
- Ardia brochure and playbook
- Webinars 3rd party 2 - Ardia NPI in Q2 and Ardia Instruments & Insights in Q3
- Ardia introductory videos 2 – (1) inspirational branding video with Ardia structure workflow animation; (2) filmed interviews with software development team on Ardia features and benefits
- Ardia platform posters and banner stand for Ardia sales training meeting and ASM



Chromeleon CDS 7.3.2 NPI planned for April 1st launch

- New creative concepts, collateral, emails, display ads, social and paid media promos, web and digital assets
- Chromeleon Software Enterprise Services Brochure
- 3rd party paid media campaign planning and asset creation
- Webinar Chromeleon 7.3.2 NPI planned for early April with 3rd party publisher
- Chromeleon 7.3.2 video animated - for large networks
- Chromeleon 7.3.2 Built for Pesticides creative and promotional program



H2 2022 HPLC Take Share campaign

Goals: Take market share from competitors and establish market perception as innovative thought leader with solutions to increase productivity compared to other vendors.

Strategy: Establish Thermo Fisher as the liquid chromatography provider of choice by offering complete LC solutions = Trusted Partner. Seamless transition = Our cutting-edge innovations in HPLC deliver unmatched results. When combined with the vast product and service offerings from Thermo Fisher Scientific, do not compromise between the needs of analysts and procurement. Increase market awareness with aggressive LC-focused campaign.

Metrics: Strong promotional campaign resulted in exceeded AOP goals – SQO\$ 103.8% and SQO Win\$ 108.8%

Oct 11, Successful launch of complex automated email campaign for Project Gale/Step Beyond Vanquish portfolio campaign OR (18%-95%) and CTR (2%-9%) exceeding benchmarks (18% and 1.3%)

Q4 2022

- Vanquish Fraction Collector Oct 10 introduction
- Vanquish Step Beyond launched Sep and overall robust promotional campaign resulted in exceeded AOP goals
- Successful launch of complex automated email campaign for Project Gale/Step Beyond Vanquish portfolio campaign.
- HPLC video production (14+) completed; will be utilized in 2023 promotional campaigns

Content



Promotions



Videos



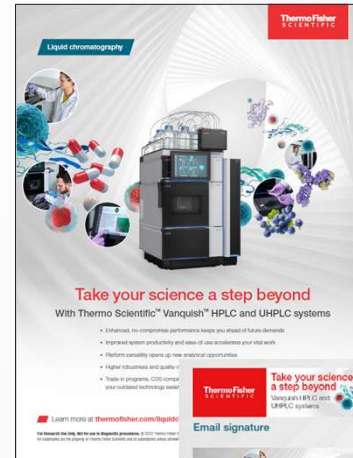
New portfolio creative – Take your science a step beyond

ThermoFisher
SCIENTIFIC



Vanquish HPLC and UHPLC Systems
LC that takes your productivity to new heights

Utilize updated collateral to shape new messaging: **REFRESH**



Liquid chromatography

Take your science a step beyond
With Thermo Scientific™ Vanquish™ HPLC and UHPLC systems

- Enhanced, no-compromise performance keeps you ahead of future demands
- Improved system productivity and ease of use accelerates your vital work
- Robust reliability spans all new analytical applications
- Higher robustness and quality
- Trade-in programs, CO2 control, your custom technology vendor

Learn more at thermo.com/liquid



Take your science a step beyond
Vanquish HPLC and UHPLC systems

Learn more

Email signature



Take your science a step beyond
Vanquish HPLC and UHPLC systems

Email header



Take your science a step beyond
Vanquish HPLC and UHPLC systems

thermo scientific

Social media



Take your science a step beyond
Vanquish HPLC and UHPLC systems

Learn more



Take your science a step beyond
Vanquish HPLC and UHPLC systems

Learn more



Take your science a step beyond
Vanquish HPLC and UHPLC systems

Learn more

thermo scientific

3rd party web

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

thermo scientific

Re-shaped the Vanquish family creative, leveraging new collateral design

H1 2023 HPLC Step Beyond campaign



2023 Goals:

- UltiMate to Vanquish transition
- Take market share from competitors
- Establish market perception as innovative thought leader with solutions to increase productivity compared to other vendors
- Expand HPLC instrument install base in Research & QA/QC segment (Scientific Research, Analytical Science)

Strategy: Establish Thermo Fisher as the liquid chromatography provider of choice by offering complete LC solutions = Trusted Partner. Seamless transition = Our cutting-edge innovations in HPLC deliver unmatched results. When combined with the vast product and service offerings from Thermo Fisher Scientific, do not compromise between the needs of analysts and procurement. Increase market awareness with aggressive LC-focused campaign.

FY 2023

- Step Beyond/Project Gale promotional campaign – 3rd party paid media, social – paid and organic, programmatic, paid YouTube and SEM
- Finalize NPI preparations for Moonrise/RID NPI – Q3 launch
- Initiate tactics for NPIs – Q4



<p>LC Upgrade Program: Protect U3000 install base and take share from competition through multiphase fleet replacement transition program and eventual discontinuation of Ultimate portfolio.</p>	<p>BU Project: Sunset and transition program</p>
<p>Vanquish Portfolio Campaign: Multichannel messaging campaign with content designed to instill confidence in Vanquish, make TF the choice in Analytical Science in customers & prospects minds and convert customers to Vanquish whether they are U3000 IB or competitive accounts.</p>	<p>Messaging Campaign: Drive mindset shift</p>
<p>Digital Campaign & Email Marketing Automation: Digital component including 2 year long email marketing automation journey to nurture existing U3000 customers as well as competitive prospects from engagement to qualification to generate MQLs for commercial teams for the Vanquish portfolio</p>	<p>Digital Campaign: Generate MQLs/SQOs</p>
<p>Commercial Plan: Sales target account activities leveraging account lists & interactive dashboards for greater focus & sales enablement tools & messaging developed from portfolio campaign. Both creating sales driving SQOs & reviewing marketing driven MQL / SQOs from both global & regional.</p>	<p>Commercial Plan: Generate SQOs/Sales</p>

The overall HPLC Marketing Strategy is built to support this program. From continuous investment in Vanquish NPI launches to drive conversion, to the Vanquish Portfolio Campaign, and specific support activities.