

Performance White Paper ~ Strategic Business Unit Launch

Opportunity

Launch a high value-add, Scientific Service unit for a GMP equipment manufacturer operating in the global biopharmaceutical market.

Challenge

Identify requisite, technical skill sets for global field service operations. Establish training programs and professional development track for the organization. Recruit, train and deploy field technicians based upon geographic installed base. Develop customer support infrastructure, appropriate dispatch procedures and documentation systems necessary for highly regulated environment. Develop and launch value-add services. Create marketing communications materials and sales kit.

Constraints

The need for accurate forecasting due to six to nine month ramp up time necessary to deploy field service resources. Globalization of customer facilities. Sophisticated, mission-critical process manufacturing equipment base in highly regulated environment. Historically fragmented internal communications and coordination.

Execution

Created and implemented Strategic Business Plan.

Recruited, trained and deployed more than two hundred (200) field service technicians operating in more than twenty (20) countries within twelve (12) months.

Developed and initiated global, rapid response dispatch procedures.

Developed and introduced IQ/OQ service portfolio, calibration and advisory services.

Introduced new custom equipment and installation specification procedures.

Results

Grew Scientific Service business unit annual revenue to \$35 million within thirty (30) months.

Best-in-class service organization supported capital equipment sales revenue annual growth rate from 8% CAGR to 17% CAGR within eighteen (18) months of business unit launch.