



Thermo Fisher Scientific Launches CARES Initiative at Informatics World

December 14, 2007

By Paula Hollywood

The **Informatics Division of Thermo Fisher Scientific** recently held its North American user's group meeting at the Marriott Doral in Miami, Florida. The event was attended by 150 delegates and partners. A world leader in serving science, Thermo made clear its intentions to maintain its market leading position in scientific software with open architecture solutions based on the .NET platform of its strategic partner, Microsoft. The value of open architecture is that it assures end users of a solution that is future proof where the solution purchased today will not be obsolete tomorrow.

The highlight of the event was the announcement of Thermo Informatics' CARES initiative, Customer Allegiance through Responsive, Excellent Service. CARES is Thermo's commitment to exceeding customer expectations in that the products and services the company provides are developed and delivered with excellence. The core principles of CARES involve Thermo's documented Quality Management System as a benchmark for all phases of product development and delivery, rigorous product testing, an eServices customer support portal for online incident log-in and monitoring, around the clock customer service, and a patented problem resolution system, BMC AppSight, that records the entire application and environment as the application is executing, to quickly determine the root cause of any unexpected application behavior. In addition, Senior Management promises regular communication with customers, and has pledged its commitment to becoming part of the resolution should an issue escalate beyond the standard process.

The other highlight was the launch of an enhanced partnership program designed to support the expansion of the group's activity globally for Laboratory Information Management Systems (LIMS), Chromatography Data Systems (CDS), and spectroscopy software. Partners with specific expertise and coverage in key vertical and/or geographic markets can expand the breadth of their hardware portfolios with informatics solutions. The ability to offer scientific software also provides select partners greater opportunities to provide integration services with higher level applications. For Thermo the benefit of these partnerships is an increased local sales and support presence particularly in emerging markets.

With the launch of these initiatives, it is clear that Thermo is focused on serving its installed base as well as attracting new customers based on the favorable experiences of existing customers. In a somewhat stagnant market like LIMS, excellent customer service, such as the company has outlined, is the clear path to success.

ARC BEST PRACTICE SURVEYS

BE A PART OF OUR RESEARCH COMMUNITY
Take a survey and receive a free report

OPERATIONS MANAGEMENT SYSTEMS

UPCOMING ARC EVENTS

- ▶ Process Management Academy Forum Europe 2008, Jan. 28-30
- ▶ Winning Strategies and Best Practices for Global Manufacturers Forum USA 2008, Feb. 4-7

ARC NEWS

- ▶ Automation Systems Market for Discrete Industries Will Continue Solid Growth ... Dec. 20
- ▶ Robust Growth Ahead for Automation Systems Market in Process Industries ... Dec. 20
- ▶ Process Electrochemical Systems Market Driven by Need for Knowledge of Process ... Dec. 19
- ▶ China PLC Market to Experience Strong Growth through 2011 ... Dec. 13
- ▶ \$8 Billion Operations Management Market to Grow 12.3% Annually ... Dec. 12
- ▶ *more ARC news...*

[Home](#) | [About ARC](#) | [Contact Us](#) | [Clients](#) | [Japanese](#) | [Privacy Policy](#)
© 2008 ARC Advisory Group. All Rights Reserved.

Corporate Headquarters at 781-471-1000; info@arcweb.com
webmaster@arcweb.com