2014

New Global Product Hierarchy

- Better product data leads to better awareness and analysis
- Better awareness and analysis leads to better decisions
- ✓ Better decisions leads to increased sales and profit





Problem Statement

There are multiple hierarchies:







- None meet the needs of the whole business
- Data is not consistent
- No standard maintenance processes
- Key questions cannot be answered
- Financial hierarchy not scalable (Q-Platform)

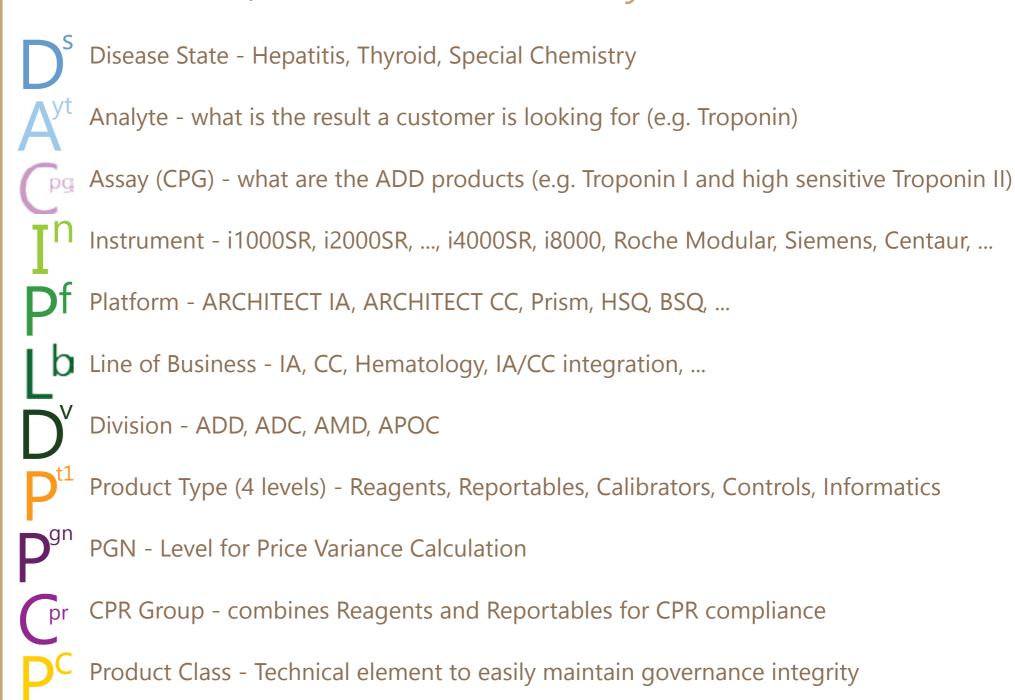
Key Benefits of the new standard

- Customer and market focused
- Support commercial through a proper product representation
 - No mixing of products that do not belong together
 - Show each analyte and each instrument as its own
 - All relevant product types, including reportable, informatics and consulting
 - Many to many representation possibilities
- Drive product data consistency across ALL systems
 - Financial Planning & Reporting
 - **Business Intelligence**
 - Global Commercial Tool Suite (aForce, Model N, VPT, EPIC)
 - Customer facing applications like Websites and on-line ordering
- **Drive Economic Profitability**
 - Better product data leads to better awareness and analysis
 - Better awareness and analysis leads to better decisions
 - Better decisions leads to increased sales and profit

Hierarchy Comparison

Feature	Financial Hierarchy	Commercial Product Hierarchy	New Global Product Hierarchy
Scalability (Q platform, Informatics, Acquisitions, no restatements)			
Granularity (Detailed - High Level)			
Supports Price Variance Calculation		8	©
Supports CPR management and compliance	(3)		
Represents each assay & supports pricing / test	igoremsize	8	
Analyte across LOB (conversion, TAM)	②	8	
Assay to analyte (ICT Chip, MCC, Cartridges)	\odot	Θ	\odot
Assay to instrument (100 vs. 500 bottles on i1000SR)	8	②	\odot
Pre-launch products, integrated instruments, competitors	\odot	\otimes	
Data governance with defined and consistent use			
Meets Financial needs		oxistian	©
Meets Commercial needs			
Customer Focused	Θ	8	©

Elements of the New Hierarchy



Data Examples

ARCHITECT HoloTC (Active B12) 03P24-35

Current Finance	Current Commercial	New Finance View	New Customer Facing
Immunoassay	Immunoassay	Immunoassay	Immunoassay
ARCHITECT	ARCHITECT	ARCHITECT	ARCHITECT, i2000 i2000SR, I4000, I4000SR, I6000, I8000, ci8200, ci16200
Ragent	Ragent	Ragent	Ragent
Misc. Metabolic EUF = 500	EUF = 500	Holo TC EUF = 500	Holo TC EUF = 500

Prism HBsAg 03A47-48

Current Finance	Current Commercial	New Finance View	New Customer Facing
Immunoassay	Immunoassay	Immunoassay	Immunoassay
Prism	Prism	Prism	Prism Prism Next
Ragent	Ragent	Ragent	Ragent
HBsAg EUF = 1	EUF = 1	HBsAg EUF = 4,500	HBsAg EUF = 4,500