

Roadmap to Industry Levels and Sectors

Knowing where our customers come from (e.g., wastewater analysis or pharma R&D) is the basis for:

- investment decisions (both portfolio development and marketing) and
- targeted communication (e.g., sending the right content to the right people).



Be an industry champion!

Choose the right industry levels and sectors!

Sectors	Get started...
<p>Industrial corporations Choose for companies in the industrial sector (e.g., plants, refineries, manufacturers), including research subdivisions within corporations.</p> <p>Examples: BASF, Bayer, Novartis, AstraZeneca, GSK, Pfizer</p>	<p>A cement producer needs to analyze the chlorine content of the plastic waste it uses to generate power.</p> <p>Sector: Industrial corporation industry level 1: Chemical & Materials industry level 2: Feeds for Power Generation</p>
<p>Contract labs/organizations Choose for labs and organizations specializing in contract work, including analytical, R&D, and production services, such as CROs (research), CDOs (development), and CMOs (manufacturing).</p> <p>Examples: Eurofins, Currenta, Charnwood Discovery</p>	<p>A chemical plant needs to monitor its wastewater.</p> <p>Sector: Industrial corporation Industry level 1: Environment Industry level 2: Wastewater Analysis</p>
<p>Academia Choose for universities, academic organizations, and schools.</p> <p>Examples: University of XYZ, Trinity College</p>	
<p>Research Institutes Choose for institutes primarily focusing on research rather than education.</p> <p>Examples: Fraunhofer, Leibniz, Helmholtz Institutes</p>	<p>A drug discovery and development service provider, contracted by pharmaceutical companies, needs a flexible, automated platform for protein extraction.</p> <p>Sector: Contract labs/organizations Industry level 1: Pharma Industry level 2: Pharma R&D</p>
<p>Healthcare Choose for companies in the healthcare sector, including medical care centers, pharmacies, and hospitals including university-affiliated hospitals.</p> <p>Examples: Johns Hopkins, Charité, Anting Hospital</p>	<p>Bayer's Research and Development Center is looking for an automation solution.</p> <p>Sector: Industrial corporation Industry level 1: Pharma Industry level 2: Pharma R&D</p>
<p>Government Choose for surveillance agencies, customs, and regulatory bodies.</p> <p>Example: U.S. Environmental Protection Agency (EPA)</p>	
<p>Distributors Choose when the system is resold or intended for sales purposes (and not immediately used for analytical or scientific applications).</p> <p>Examples: Lab Services, Falcon</p>	

Environment	Chemicals & Materials	Pharma
Wastewater Analysis Choose when wastewater is analyzed, e.g. in a wastewater treatment plant, contract lab, an environmental agency, a refinery...	Refining of fossil feeds Choose when crude oil, coal or natural gas are refined to fuels or basic petrochemicals (e.g., ethylene, benzene).	Pharma R&D Choose for in-house or contract drug discovery of small molecules and biologics (e.g., antibodies, biosimilars, classical vaccines).
Water Analysis Choose when natural or drinking water is analyzed, no waste stream, e.g. in environmental surveillance, drinking water,...	Refining of alternative feeds Choose when waste plastic, plants, animal or food waste or CO ₂ from air is refined to fuels or basic petrochemicals.	Pharma Production w/ QC Choose for in-house or contract manufacturing and QC (including process control) of small molecules & biologics.
Soil and Sediments Choose when soil or soil like matrices are analyzed, e.g. in environmental surveillance, agricultural soils, geological questions,...	Fuel analysis Choose for customers who analyze fuels only. They don't produce the fuels themselves or at least not at their location.	Gene & Cell Therapies Choose for R&D, manufacturing, and QC of gene & cell therapies (e.g., viral vectors, mRNA vaccines, CAR-T cell therapies, tissue engineering).
Solid Waste Choose when solid waste streams are analyzed, e.g. ashes and slags in landfills or other forms of waste management.	Polymers & Specialty Chemicals Choose when polymers, plastics, rubber, dyes, surfactants, adhesives, lubricants, etc. are being produced from basic petrochemicals.	Diagnostics Choose when human samples are analyzed for diagnostic purposes, including diagnostic tests developed and conducted in a single laboratory (LDTs - Laboratory Developed Tests).
Air Pollution Control Choose when air quality is of interest – our most prominent application is workplace surveillance for soot.	Base & Fine Chemicals Choose when the purity of acids, hydrogen peroxide, and other base and fine chemicals is assessed.	Life Science Choose when scientific research is conducted in a non-regulated environment, e.g., basic research.
Environment General Choose ONLY if the above categories do not apply.	Batteries & Semiconductors Choose when cathode active material, electrolyte, black mass and related substances or precursors are analyzed.	Pharma General Choose ONLY when it concerns non-listed areas, such as medical products or cosmetics.
	Metals, Alloys, Galvanics Choose when metals, alloys, metal coatings, electroplating baths or galvanic solutions are being analyzed.	
	Construction Materials Choose when non-metallic building materials (e.g., cement, gypsum, foam glass) are being monitored – from feedstock to product to recycling.	
	Feeds for Power Generation Choose when coal, solid recovered fuels (= trash), oil, or gas are burned to generate heat and electricity.	
	Chemicals & Materials General Choose ONLY if the above categories do not apply.	