



Quick Guide to Using the Competitive Pack Presentation

Purpose

- Consolidates key competitive information in the Immunohematology (IH) market.
- Aids sales reps and field specialists in addressing customer needs and countering competitive challenges.
- NOT intended for customer-facing use.

How to Navigate

1. Contents Overview

- Bio-Rad IH Portfolio.
- Main Suppliers in Transfusion Medicine.
- Competitive Instruments Comparison.

2. Customer Value Drivers

- Understand customer needs: Turnaround Time (TAT), staff shortages, and automation demands.
- Identify pain points and how Bio-Rad solutions address them.

3. Competitive Analysis

- Insights into competitors like Grifols, Quidel-Ortho, Immucor, DiaPro, and Tulip Diagnostics.
- Side-by-side comparison of technologies, features, and weaknesses.

4. **Bio-Rad Value Proposition**

- Highlights of Bio-Rad's scalable, innovative solutions in IH.
- Benefits of gel-based automated platforms like IH-500 and IH-1000.

5. **Real-Life Applications**

- Case studies illustrating Bio-Rad's impact in real-world laboratory settings.

6. **Support Resources**

- Tools and resources available to support the sales team, including articles about competition.

Key Takeaways for Use

- Focus on differentiation: Highlight Bio-Rad's unique strengths like advanced automation, broader test parameters, and reliability.
- Reference the specific features of competitors to position Bio-Rad as the superior choice.
- Regularly review updates to ensure alignment with the latest competitive intelligence.

Contact for Updates

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