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**New QIAstock Onsite Ordering Channel Rapidly Meets Customer Needs, While Spurring New Demands**

*Digital solution just rolled out at Novartis and Harvard in North America; rollout complete in 2018*

According to CEO Peer M. Schatz, digitalization is the key corporate initiative for 2017. It’s bearing fruit right now, as QIAstock—the company’s new onsite ordering channel—is being rolled out at Novartis and Harvard this September in North America. While Novartis and Harvard are the first customers to be introduced to QIAstock this September, the plan is to roll it out to 15 customers in North America in the coming months. It will be introduced in Europe at the end of the year and available globally in 2018. ([Watch](https://www.dropbox.com/sh/2d1drvv3e93leww/AACphSKq0q_K3EPa3Hqs7bA-a?dl=0&preview=Video+May+18%2C+2+59+09+PM.mov) Karen Rodland, QIAGEN’s Representative at Novartis in Cambridge, MA, share her enthusiasm for the debut of QIAstock in this video.)

Previously, if customers needed a fresh supply of QIAGEN products, they had to undergo the manual process of filing paperwork. Through digitalization, QIAstock is wholly modernizing QIAGEN’s supply chain. Now customers will be able to order their QIAGEN products onsite via a digital interface powered by a fully automated solution. If they anticipate a future need, they can preorder the products, which will be stored at a convenient location for instant access—no waiting or delay involved.

***Personalizing the customer relationship***

There’s also an added advantage to QIAstock. QIAGEN Representatives will be making regular visits to customers to assess their supply needs. This way, Representatives will be able to understand the demand for needed products and identify other QIAGEN products that might be useful for additional research. (Technology partner Paul Elizando describes the engineering that went into the creation of QIAstock cabinet in [this video](https://www.dropbox.com/sh/2d1drvv3e93leww/AACphSKq0q_K3EPa3Hqs7bA-a?dl=0&preview=File+May+26%2C+14+51+40.mov).)

“QIAstock increases our visibility in a high-quality way,” said Mathew Anderson, Director and Head of Digital Business Solutions, whose team is responsible for the commercial development of the digitalization initiative. “It enables QIAGEN Representatives to have personal relationships with customers and gives us a physical presence on the customer site, so we can lead the customer experience. QIAstock lets us see demand at the individual user level and gives us the opportunity to showcase our products onsite. As a supply chain solution, it fosters customer recognition, and its effect is impactful and tangible.”

Mat expands on the impact of QIAstock on the future of QIAGEN in this video.)

***An enhanced procurement system***

QIAstock offers a host of other advantages as well. At a lower cost of capital, it creates a stable flow of business, with a range of delivery operation. For urgent needs, one- or two-day delivery will be possible, and customers can choose how they want to time their shipments.

“We designed QIAstock to be a store that does the selling while you’re not there,” Mat said. “Core products get the attention they deserve, and it gives our Representatives more time for lead generation. Whenever you need a QIAGEN product, it’s on the shelf. QIAstock acts as your channel for delivery. It’s a major step forward in rebranding our image.”

***Making it easy for the customer***

QIAstock not only makes stock replenishment easy, efficient, and fast— exclusive QIAstock discounts and offers will also provide customers with cost savings.

With QIAstock, customers will be able to set their own stock replenishment schedule and make changes when needed. Using the digital interface, they can easily view their order history, manage their inventory, and implement adjustments. At the same time, they’ll benefit from hands-on, personalized service delivered by their own QIAGEN Representative.

(Learn more about the QIAstock initiative in this informative [PowerPoint presentation](https://drive.google.com/drive/folders/0Bw3kvAC9qotBRGZsRnRzUXJ5YWs).)

*A plan comes to fruition*

Mat and his team originally conceived the idea for QIAstock at the end of 2016 and began implementing it in the first quarter of this year.

As new developments occur in the introduction of QIAstock worldwide, keep your eye on QIAGEN’s Yammer feed to see how QIAstock is boosting our bottom line, increasing our visibility among customers, and contributing to our rebranding, as the digital revolution transforms our business.