

PRODUCT LAUNCH CASE STUDY

SwiftArrayStudio Microarray Analyzer Launch

Global NPI launch of an integrated
high-throughput microarray platform

- instrument, consumables, and software
in a single system.

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SwiftArrayStudio
Microarray Analyzer

PRODUCT & MARKET CONTEXT

The Product – SwiftArrayStudio Microarray Analyzer

An integrated high-throughput, fully automated microarray solution combining instrument hardware, microarrays, and software — replacing multiple standalone systems.

Target Customers

- Human genotyping researchers
- Population genomics
- Pharmacogenomics research
- Cytogenetics & oncology research
- Agrigenomics

Competitive Landscape

Direct market competitors are the legacy microarray platforms from Illumina, Agilent and Molecular Devices.

Labs were piecing together separate hardware, reagents, and software from multiple vendors — fragmented workflows with manual handoffs and inconsistent throughput.

THE PROBLEM WE SOLVED

Market opportunity

High-throughput genomics labs were constrained by manual, multi-step array processing — hybridization, washing, staining, and separate scanning, imaging, and data handling steps slowed turnaround and limited scale.

As sample volumes grew across clinical and research genomics applications, labs needed one system that could scale output without scaling headcount or footprint.

Why it mattered

Faster, reliable, scalable and automated throughput directly shortened time-to-result for genomics labs running large-scale human and agrigenomic research and **enabling results in just two days**—accelerated the path from DNA to actionable insights.

The gap we addressed

No single integrated platform in the market combined instrument, microarray, and software in one automated workflow at the scale customers needed.

POSITIONING AND MESSAGING

Launch objective: drive adoption of the first fully integrated microarray platform in its class.

Automated array processing in a single instrument

SwiftArrayStudio automates hybridization, washing, staining, and scanning—turning manual, error-prone microarray steps into a consistent, walk-away process after target preparation.

Next-day genotyping results

With sample-to-report turnaround in as little as 30 hours, SwiftArrayStudio helps genomics labs move from data generation to insight faster.

Fast, high-resolution scanning

Reduces time-to-result per batch accelerating genomic workflows while maintaining data integrity.

Intuitive, integrated user interface

Built-in touchscreen, streamlining instrument operation without the need for a separate dock station.

Flexible and scalable workflows

Run one plate at a time or scale up to multiple plates with workflow options that support batching and throughput needs.

Primary value proposition: Genomic DNA to Genotype in 30 hours

SAS is the only platform that takes samples from array to result in a single automated system empowering large-scale research programs to move faster without compromising data quality.

LAUNCH STRATEGY & EXECUTION

My Contributions

- Developing end-to-end product positioning and messaging
- Created launch collateral across digital, email and print channels
- Built sales enablement materials for the commercial team
- Managed external agency relationships from brief to delivery
- led a digital customer journey overhaul of 35+ Agrigenomics webpages — restructuring the information architecture and content strategy to reduce friction in the buying process
- Built an integrated digital journey that would move customers from awareness toward product evaluation
- Tracked monthly launch budget and reconciled spend against plan

Broader team

- Global & regional marketing: in-market adaptation and distribution
- Regulatory Affairs, Legal and Brand reviewers: compliance review and sign-off
- Commercial/sales leadership: field readiness and account targeting
- Scientific/R&D partners: technical accuracy of claims
- External agencies: creative production under my direction

COLLABORATION & A KEY CHALLENGE

Working Across the Network

Coordinated with global, regional, commercial, scientific, and regulatory teams to keep messaging accurate, compliant, and consistent across markets.

The Challenge -

The technical product specifications were impressive, but they were dense: scanning resolution, throughput capacity, software automation workflows, and reagent compatibility parameters – all of that meant a great deal to scientists but would overwhelm a busy lab director making a purchasing decision.

My Resolution – 3 step approach

1. Started with the customer's pain, not the product's features.
2. Anchor the value proposition in outcomes, not specifications.
3. Validate through launch execution.

RESULTS & LESSONS LEARNED

+50%

Increase in web traffic

7

Qualified leads generated

5

Units converted—met quarterly target

2

Additional units in pipeline

What worked

Connecting the entire customer journey—from positioning and awareness through digital engagement, customer interaction and sales follow-up. A successful launch isn't just about creating great collateral; it's about creating a consistent path that moves the customer toward action.

What I'd do differently

Align the legal and regulatory review sequence earlier in planning, before content creation began, to avoid late-stage rework.



THANK YOU!

