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LIFE SCIENCES



**PARTNERS  
IN SUCCESS**

# Day 2: Product Training and Overview

April 24, 2024

# With You This Week – The Azenta Team



**Robin Vacha**  
SVP, Global Operations



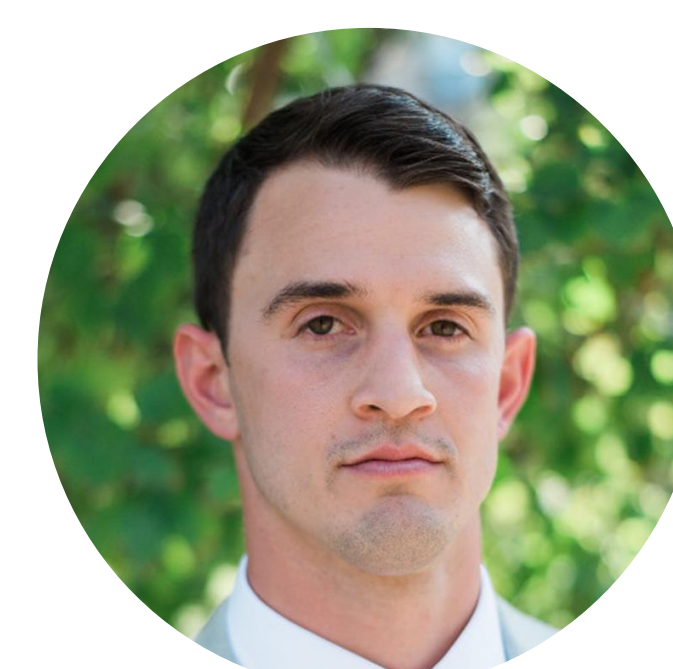
**Gil Edwards**  
Sr. Director, Cold Storage



**Amy Kuhn**  
Director, Channel Sales



**Brian Gleason**  
Channel Manager, Cold Storage



**Sean Cantrell**  
Director, Automation Engineering



**Brandon Courtois**  
Senior Operations Manager



**Olga Bukatova**  
Assoc. Director, Business Dev.,  
Cell & Gene Therapy



**Erica Waller**  
Sr. Product Manager, Cryogenic  
Storage & Automation



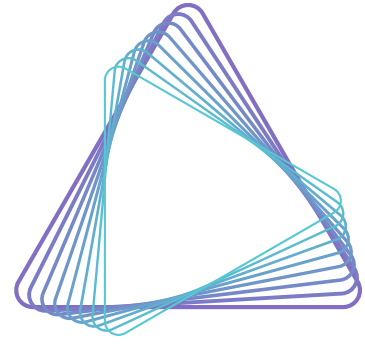
**Charlie Knowles**  
Sales Applications Engineer



**Caroline Mackinnon**  
Sr. Commercial Marketing  
Manager



**Erik Rapp**  
Sr. Account Executive, Digital Sample  
Management Solutions



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# Day One Review

April 24, 2024



# Wednesday 24 April

\*\*Subject to change



TIME	AGENDA	SPEAKER	LOCATION
08:00 – 08:15 AM	Day One Review & Discussion	Brian Gleason	<a href="#">Hotel Vandivort</a> , Cornerstone
08:15 – 10:35 AM	Product Line Training: <ul style="list-style-type: none"><li>• High-Efficiency Freezers &amp; Product Updates</li><li>• Automated Freezers</li><li>• CryoPod &amp; Filling Station</li></ul>	Gil Edwards, Brian Gleason, Sean Cantrell Erica Waller, Charlie Knowles	
10:35 – 10:45 AM	<i>Break</i>	-	
10:45 – 11:15 AM	Cryo Software Demonstration	Charlie Knowles	
11:15 – 11:45 AM	FreezerPro Integration	Erik Rapp	
11:45 – 12:20 AM	<i>Lunch</i>	-	
12:20 – 12:50 PM	Liquid Nitrogen Supply Systems	Gil Edwards, Jeff Kadyk	
12:50 – 01:20 PM	Racking Systems, Bags, Cassettes & Frames	Zach Carlson, Brooklyn Tool	
01:20 – 01:30 PM	<i>Refresh</i>	<i>*Transport is organized to the Springfield Facility at 01:30 PM prompt.</i>	

# Wednesday 24 April

\*\*Subject to change



TIME	AGENDA	GROUP LEADERS	LOCATION
01:30 – 06:00 PM	<p>Manufacturing Site Facility Tour Hands-On Training &amp; Demonstrations</p> <ul style="list-style-type: none"> <li>• High-Efficiency Freezers</li> <li>• Automated Freezers</li> <li>• CryoPod &amp; Filling Station</li> <li>• Troubleshooting &amp; Repair</li> </ul>	<ul style="list-style-type: none"> <li>• Gil Edwards, Brian Gleason</li> <li>• Erica Waller, Erik Rapp</li> <li>• Charlie Knowles</li> <li>• Brandon Courtois</li> </ul>	<p><u>Azenta Life Sciences</u> *Transport is organized to the Springfield Facility at 01:30 PM prompt.</p>
<b>GROUP 1</b>	<i>*Start with HE Freezers</i>	Jeff Kadyk, Daniel Morris, James Meggs, Ralph Bell, Brent Kokhede, Robin Vacha	
<b>GROUP 2</b>	<i>*Start with Automated Freezers</i>	Patrick McCann, Bob Wood, James Martell, Carleton Sherman, Steven Fyfe, Caroline Mackinnon	
<b>GROUP 3</b>	<i>*Start with CryoPod &amp; Filling Station</i>	Larry Morgan, Tony Gandy, Steve Ivie, Alexander Lima, Rebecca Ginther, Juan Bello	
<b>GROUP 4</b>	<i>*Start with Troubleshooting &amp; Repair</i>	George Koutris, Rod Harnden, Kelly Grimmett, Zach Carlson, Amy Kuhn, Olga Bukatova	
06:00PM	Mill Tour & Evening Dinner	<p><u>The Ozark Mill</u> *Transport is organized to the Ozark Mill, with return to Hotel Vandivort post-dinner.</p>	

# Agenda



Product Line Training: HE Freezers	01
Product Line Training: Automated Freezers	02
Product Line Training: Cryopod & Filling Station	03
Cryo Software Demo	04
FreezerPro Integration	05
LN2 Supply Systems	06
Racking Systems, Bags, Cassettes, & Frames	07

# PRODUCT LINE TRAINING: HE FREEZERS

01

# Differentiators



## Capacity



10-30% More Samples  
Highest Storage Density  
Lowest LN2 Usage Per Sample



## Ergonomics



Cryo LED & Auto Fog Clear  
Full Sample Visibility  
Low Lifter Height | Workspace

## Connected



Touchscreen with WiFi / LAN  
Text & Email Alerts | Cloud Backup  
Redundant Remote Monitoring





# Differentiators



## PERFORMANCE

- Temperature, storage density, LN2 usage

## REDUNDANCY & SECURITY

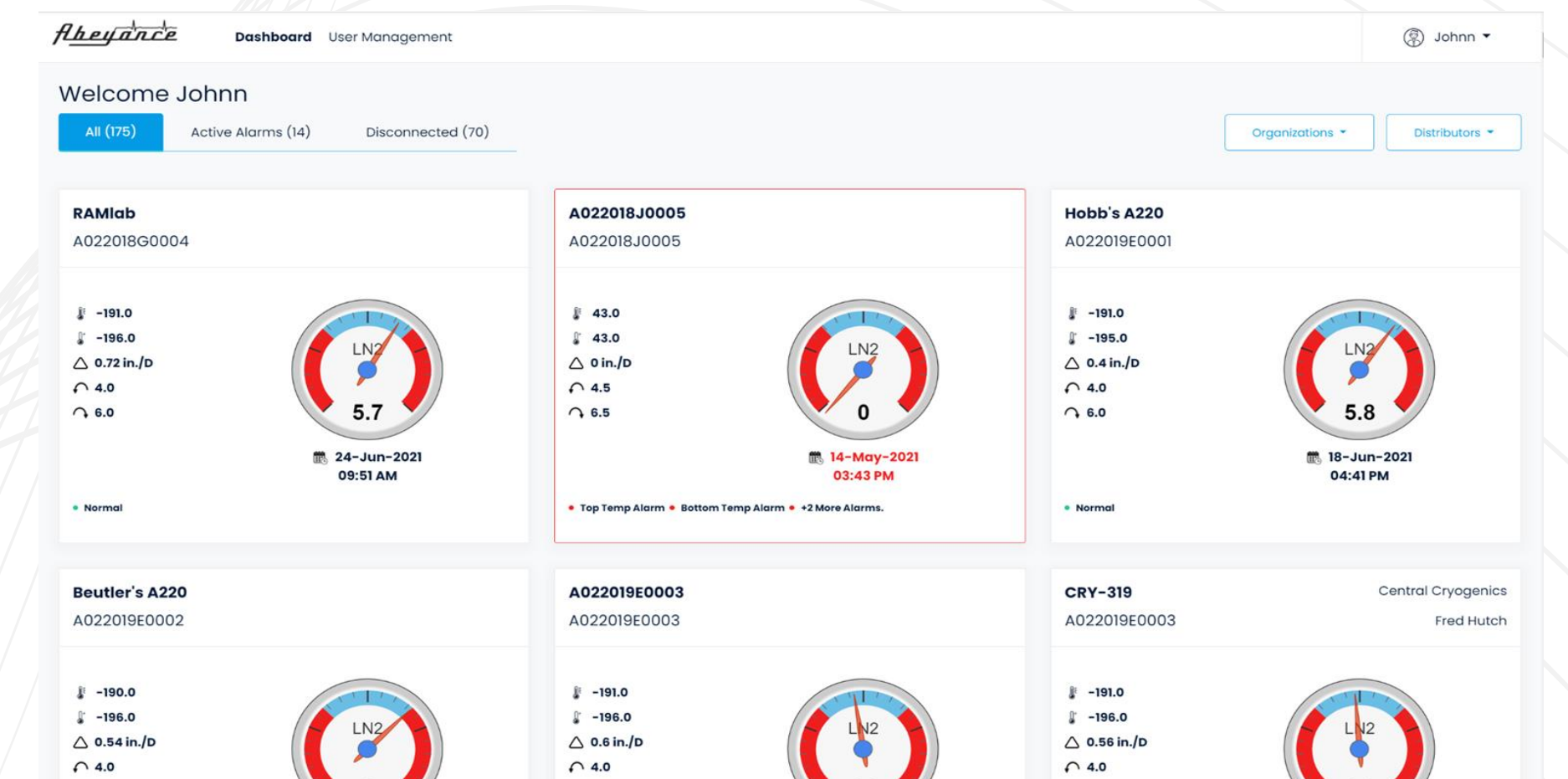
- Redundant valves and sensors
- Secondary temperature and LN2 level monitoring
- Lifecycle testing

## Ergonomics & ease of use

- Better sample access with reduced reach and lift
- Full sample visibility with cryo LED and fog clear
- Workspace to maintain cold chain

## Monitoring & Connectivity

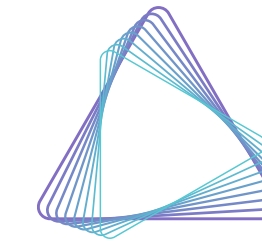
- Simple controller with WiFi/LAN
- Text / Email alerts, Cloud backup, Web App



# Cryo Freezers



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## Cryo Freezers

### A220

### A440

### A700

### A1000

Outer Diameter - in (mm)

34.0 (864)

45.0 (1143)

55.0 (1397)

65.0 (1651)

Usable Height - in (mm)

30.0 (762)

30.0 (762)

30.0 (762)

30.0 (762)

2 ml Vial Box Capacity - 5-2

220

440

700

1,060

2 ml Vial Box Capacity - 13-2

156

416

676

988

250 ml Blood Bag Capacity

400

848

1,376

2,032

## Extended Height Freezers

### E264

### E528

### E840

### E1200

Outer Diameter - in (mm)

34.0 (864)

45.0 (1143)

55.0 (1397)

65.0 (1651)

Usable Height - in (mm)

34.0 (864)

34.0 (864)

34.0 (864)

34.0 (864)

2 ml Vial Box Capacity - 6-2

264

528

840

1,272

2 ml Vial Box Capacity - 15-2

180

480

780

1,140

250 ml Blood Bag Capacity

500

1,060

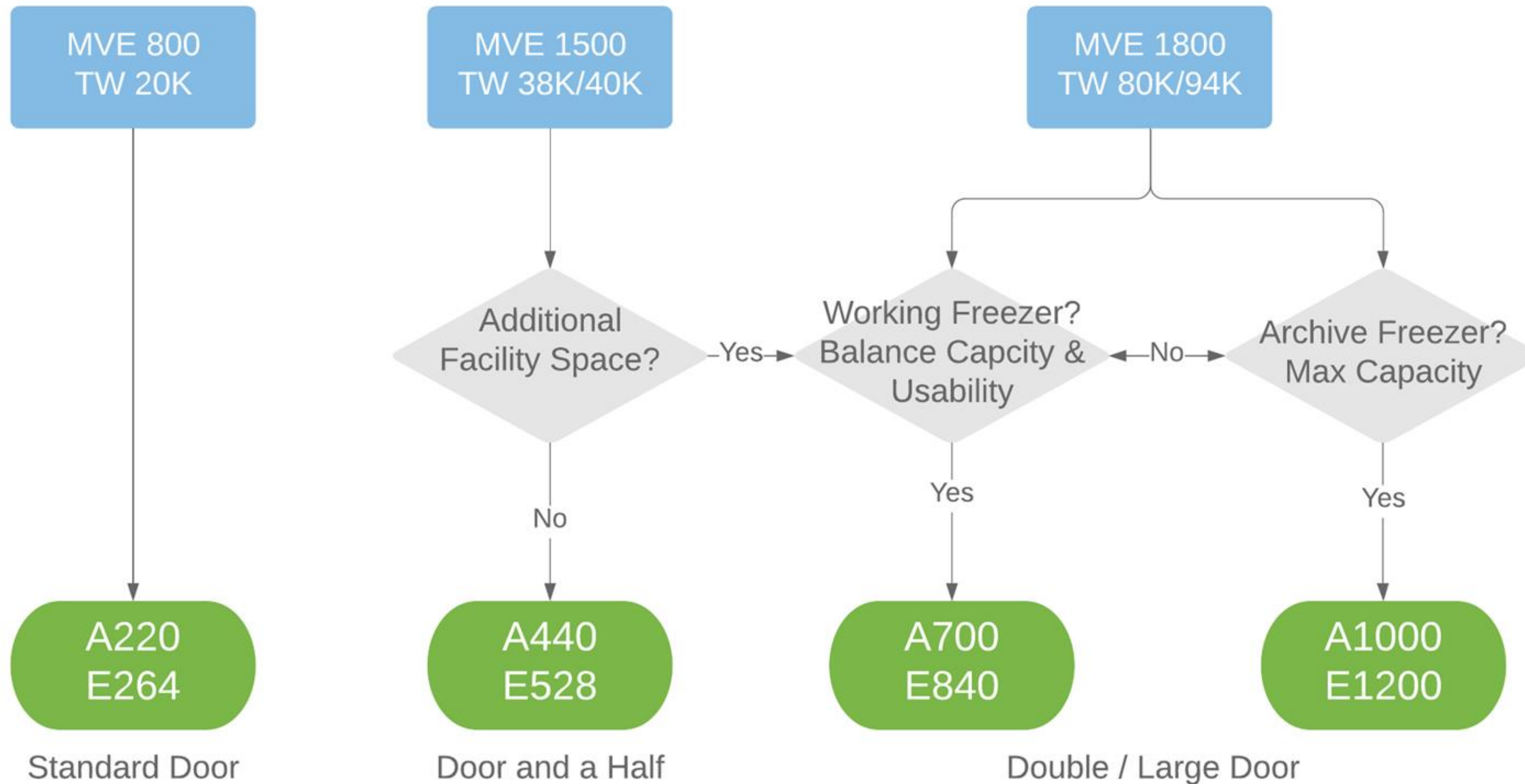
1,720

2,540

## Dry Vapor Shipper

### S840





# Value Proposition



- **PREMIUM PRODUCT AT A PREMIUM PRICE**

- Fully featured standard product
- Best price and usage per sample
- Industry leading warranty

- **USER FOCUSED FEATURE / BENEFITS**

- **LEAD TIME**

- **CUSTOMER SERVICE / TECH SUPPORT**

- Specialized Factory based service person
- Remote monitoring, troubleshooting

- **CHANNEL PARTNERS**

- 60 professional lab capital equipment reps
- 20+ year relationships
- Open access to customers and facilities

Pharmaceutical & Biotechnology



abbvie



GRIFOLS

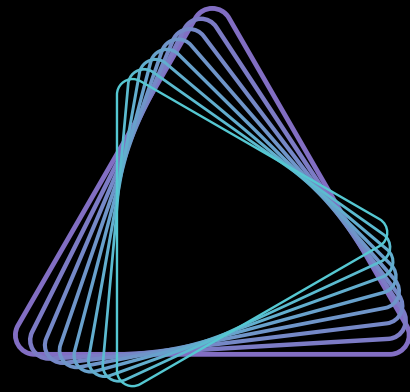


Research & University



Clinical & Biorepository





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# High-Efficiency Cryo Freezer Updates

2024

April 24, 2024

# Outline



Controller SW Updates	01
Cabinetry & Plumbing Improvements	02
Lid Foam Cleanable Covering	03

# CONTROLLER SW UPDATES

Releasing May 2024

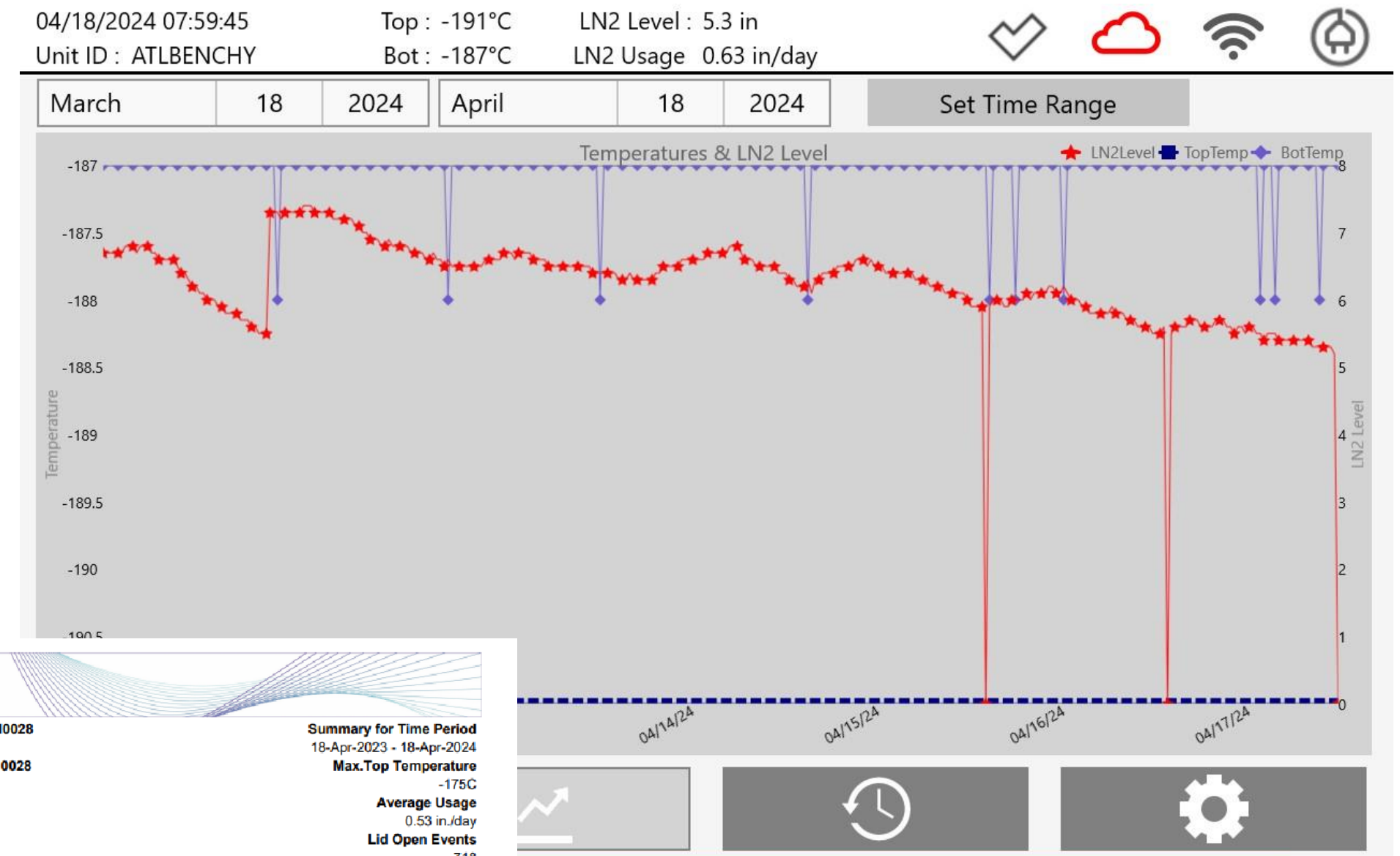
# D1



# Improved Controller SW is Releasing Shortly



- New HMI & PLC code will support all vintages of freezers
  - One code to rule them all!
  - Will require a PLC programming dongle to update
- Stability Improvements & Bug Fixes
  - No more nightly restarts
  - Improved responsiveness with start/stop fill button presses
  - Scheduled fill improvements
  - Improved logging to help with debugging
- Improved LN2 Supply Check to reduce nuisance alarms



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Sr. No: A022021H0028  
 Model: A220  
 UnitId: A022021H0028

**Summary for Time Period**  
 18-Apr-2023 - 18-Apr-2024

**Max.Top Temperature**  
 -175C

**Average Usage**  
 0.53 in./day

**Lid Open Events**  
 718

**Alarms**

Alarm Start	Alarm End	Alarm Name	Max.Top Temperature
05-Apr-2024 10:16	05-Apr-2024 10:46	LN2 Empty Alarm	-190
05-Mar-2024 14:42	05-Mar-2024 16:08	LN2 Empty Alarm	-188
04-Mar-2024 14:51	04-Mar-2024 15:55	LN2 Empty Alarm	-190
04-Mar-2024 16:00	04-Mar-2024 16:02	LN2 Empty Alarm	-190
21-Feb-2024 04:55	21-Feb-2024 05:33	LN2 Empty Alarm	-190
18-Feb-2024 13:26	18-Feb-2024 13:26	LN2 Empty Alarm	-190
16-Feb-2024 8:18	16-Feb-2024 10:20	LN2 Empty Alarm	-190
02-Feb-2024 10:20	02-Feb-2024 10:51	LN2 Empty Alarm	-189
18-Jan-2024 12:14	18-Jan-2024 10:20	LN2 Empty Alarm	-189
08-Jan-2024 10:04	08-Jan-2024 09:17	LN2 Empty Alarm	-184
19-Dec-2023 9:02	19-Dec-2023 14:26	LN2 Empty Alarm	-189
07-Dec-2023 9:10	07-Dec-2023 10:37	LN2 Empty Alarm	-190
07-Nov-2023 16:52	07-Nov-2023 16:54	LN2 Empty Alarm	-189
20-Nov-2023 8:19	20-Nov-2023 9:32	LN2 Empty Alarm	-189
10-Oct-2023 14:38	10-Oct-2023 10:30	LN2 Empty Alarm	-187
02-Oct-2023 13:07	02-Oct-2023 14:18	LN2 Empty Alarm	-188
02-Sep-2023 9:15	02-Sep-2023 13:31	LN2 Empty Alarm	-189
12-Sep-2023 16:16	12-Sep-2023 16:03	LN2 Empty Alarm	-197
05-Sep-2023 21:03	05-Sep-2023 11:32	LN2 Empty Alarm	-190
07-Aug-2023 4:19	07-Aug-2023 9:39	LN2 Empty Alarm	-190
15-Aug-2023 13:38	15-Aug-2023 14:36	LN2 Empty Alarm	-189
15-Aug-2023 13:24	15-Aug-2023 13:37	LN2 Empty Alarm	-189
15-Aug-2023 11:36	15-Aug-2023 11:06	LN2 Empty Alarm	-189
15-Aug-2023 10:06	15-Aug-2023 10:06	LN2 Empty Alarm	-189
15-Aug-2023 10:02	15-Aug-2023 10:02	LN2 Empty Alarm	-189
08-Aug-2023 13:20	08-Aug-2023 14:01	LN2 Empty Alarm	-188
28-Jul-2023 9:03	28-Jul-2023 10:34	LN2 Empty Alarm	-188
06-Jul-2023 8:43	06-Jul-2023 14:14	LN2 Empty Alarm	-188
26-Jun-2023 9:43	26-Jun-2023 10:00	LN2 Empty Alarm	-188
19-Jun-2023 8:58	19-Jun-2023 9:51	LN2 Empty Alarm	-189
07-Jun-2023 9:39	07-Jun-2023 14:12	LN2 Empty Alarm	-189
03-Jun-2023 7:37	03-Jun-2023 10:35	LN2 Empty Alarm	-187
01-Jun-2023 18:43	01-Jun-2023 8:44	LN2 Empty Alarm	-188
03-May-2023 19:48	03-May-2023 11:26	LN2 Empty Alarm	-188
02-May-2023 11:10	02-May-2023 11:40	LN2 Empty Alarm	-190
03-May-2023 13:07	03-May-2023 14:48	LN2 Empty Alarm	-197
24-Apr-2023 9:31	24-Apr-2023 9:48	LN2 Empty Alarm	-188

# Home Screen Changes



04/18/2024 07:56:50  
Unit ID : ATLBENCHY

Top : --  
Bot : --

LN2 Level : --  
LN2 Usage --



After power-on, sensor data displayed as “- - “ while sensors are stabilizing

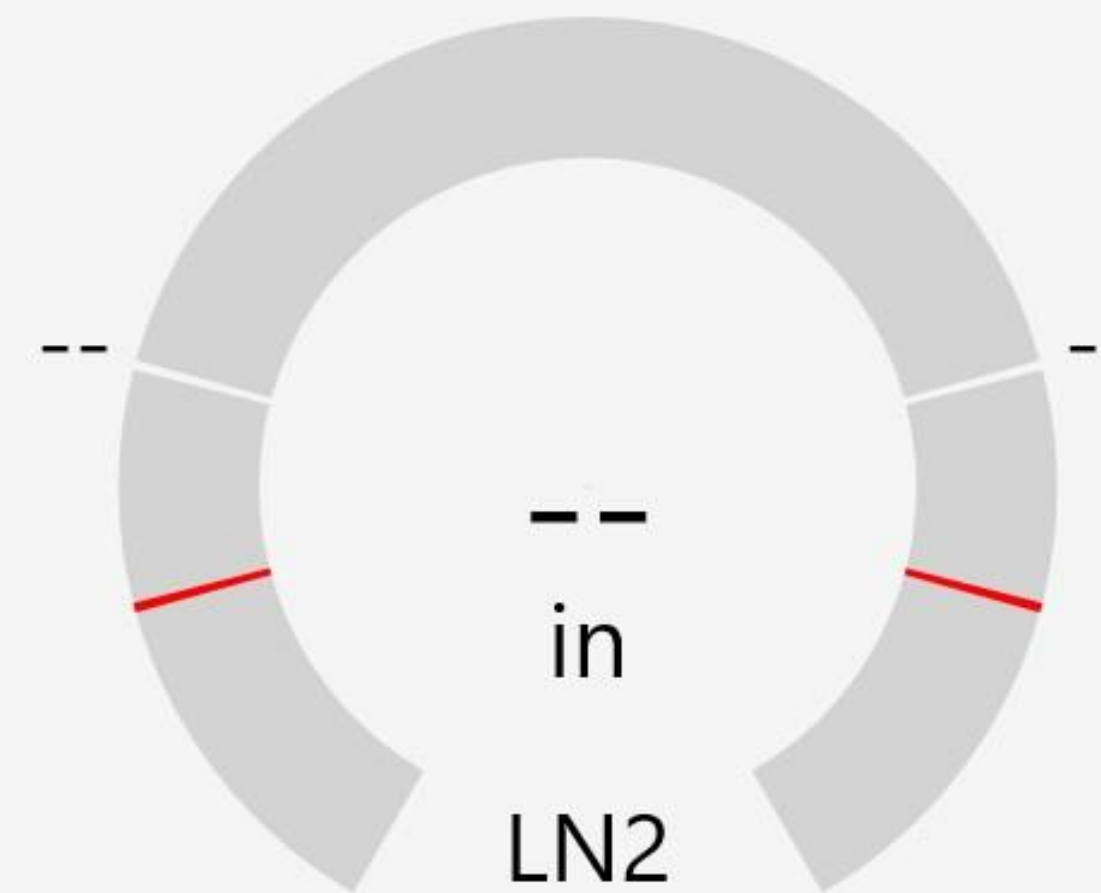
Sensors Stabilizing After Reboot

Top Temp

--

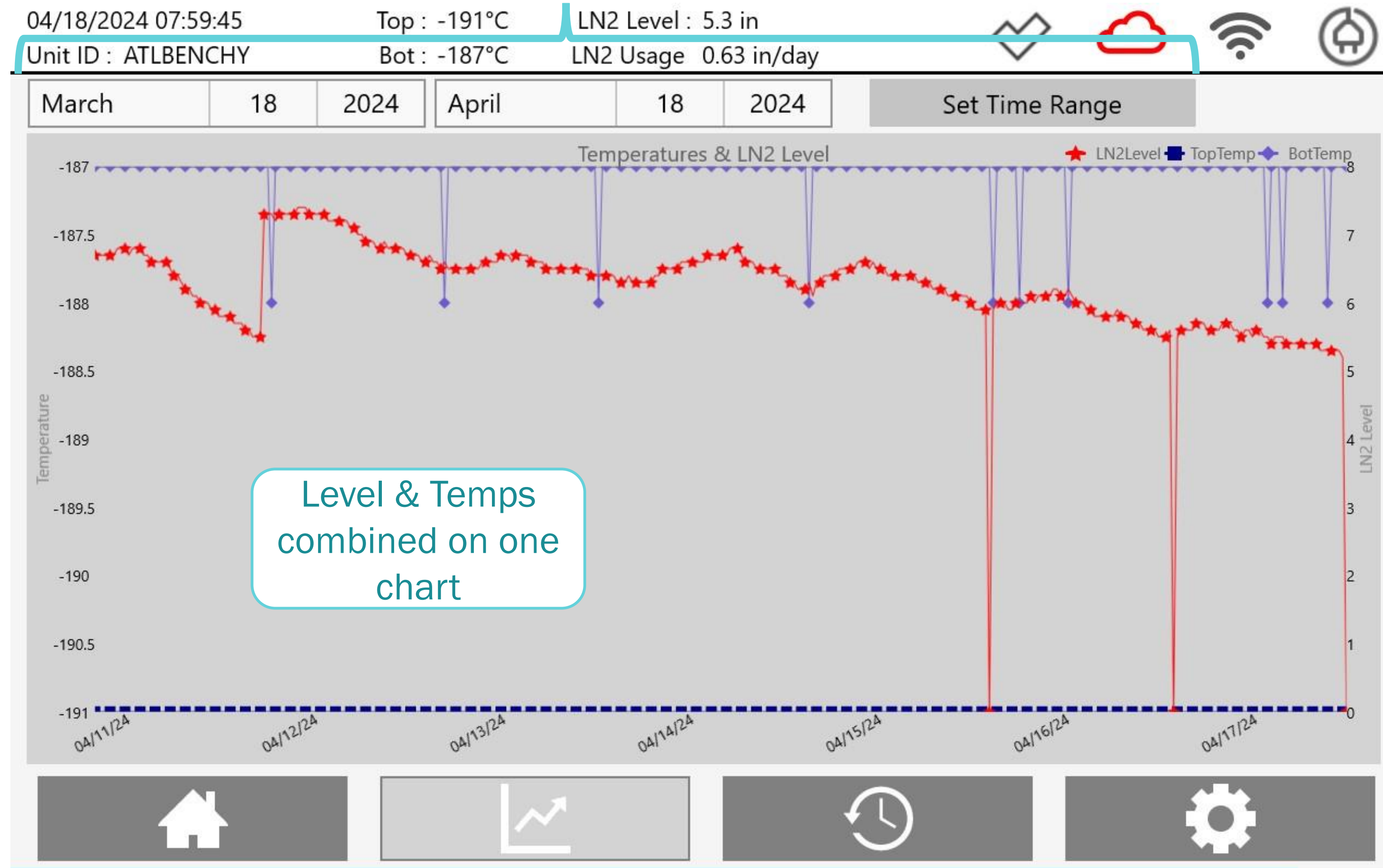
Bot Temp

--



# Chart Screen Redesign

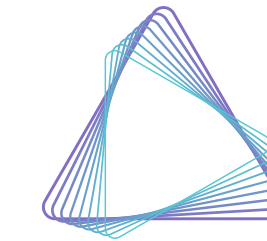
Can select displayed date range



# Event Log Improvements



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## Example of PDF Export

- More robust logging of events
- Exported data structure is more logical
- We now export PDF and CSV log files
- “Email to Tech Support” button now sends to [service.products@azenta.com](mailto:service.products@azenta.com)

**Sr. No:** A022021H0028  
**Model:** A220  
**UnitId:** A022021H0028

**Summary for Time Period**  
18-Apr-2023 - 18-Apr-2024  
**Max.Top Temperature**  
-175C  
**Average Usage**  
0.53 in./day  
**Lid Open Events**  
718

Name	Date modified	Type	Size
App Logs	4/18/2024 8:14 AM	File folder	
EventData - A100045D1234 - 18Apr2024.db	4/18/2024 8:13 AM	DB File	56 KB
EventLog - A100045D1234 - 18Apr2024.csv	4/18/2024 8:14 AM	Microsoft Excel Co...	28 KB
EventLog - A100045D1234 - 18Apr2024.pdf	4/18/2024 8:14 AM	Adobe Acrobat D...	37 KB
Readings - A100045D1234 - 18Apr2024.db	4/18/2024 7:51 AM	DB File	60 KB

## File Structure of Logs Exported

### Alarms

Alarm Start	Alarm End	Alarm Name	Max.Top Temperature
05-Apr-2024 16:16	05-Apr-2024 16:46	LN2 Empty Alarm	-190
25-Mar-2024 11:42	25-Mar-2024 16:08	LN2 Empty Alarm	-189
18-Mar-2024 14:01	19-Mar-2024 1:35	LN2 Empty Alarm	-189
06-Mar-2024 10:00	06-Mar-2024 15:02	LN2 Empty Alarm	-189
21-Feb-2024 9:55	21-Feb-2024 16:33	LN2 Empty Alarm	-190
16-Feb-2024 15:28	16-Feb-2024 15:28	LN2 Empty Alarm	-188
16-Feb-2024 8:18	16-Feb-2024 15:28	LN2 Empty Alarm	-188
02-Feb-2024 16:20	02-Feb-2024 16:51	LN2 Empty Alarm	-189
18-Jan-2024 12:14	18-Jan-2024 16:20	LN2 Empty Alarm	-189
08-Jan-2024 10:04	08-Jan-2024 10:17	LN2 Empty Alarm	-184
19-Dec-2023 9:02	19-Dec-2023 14:26	LN2 Empty Alarm	-189
07-Dec-2023 9:10	07-Dec-2023 16:37	LN2 Empty Alarm	-190
27-Nov-2023 16:32	27-Nov-2023 16:54	LN2 Empty Alarm	-188
20-Nov-2023 8:19	20-Nov-2023 9:32	LN2 Empty Alarm	-189
10-Oct-2023 14:38	10-Oct-2023 16:30	LN2 Empty Alarm	-187
02-Oct-2023 10:01	02-Oct-2023 15:18	LN2 Empty Alarm	-188
25-Sep-2023 9:15	25-Sep-2023 16:33	LN2 Empty Alarm	-189
12-Sep-2023 15:16	12-Sep-2023 16:03	LN2 Empty Alarm	-187
05-Sep-2023 21:03	05-Sep-2023 11:32	LN2 Empty Alarm	-186
27-Aug-2023 4:39	26-Aug-2023 9:38	LN2 Empty Alarm	-189
15-Aug-2023 13:38	15-Aug-2023 14:38	LN2 Empty Alarm	-189
15-Aug-2023 13:34	15-Aug-2023 13:37	LN2 Empty Alarm	-189
15-Aug-2023 11:38	15-Aug-2023 11:40	LN2 Empty Alarm	-189
15-Aug-2023 16:09	15-Aug-2023 16:59	LN2 Empty Alarm	-189
08-Aug-2023 13:20	08-Aug-2023 14:01	LN2 Empty Alarm	-188
28-Jul-2023 9:03	28-Jul-2023 10:34	LN2 Empty Alarm	-188
06-Jul-2023 8:43	06-Jul-2023 14:14	LN2 Empty Alarm	-188
26-Jun-2023 9:43	26-Jun-2023 10:50	LN2 Empty Alarm	-188
19-Jun-2023 8:58	19-Jun-2023 9:51	LN2 Empty Alarm	-189
07-Jun-2023 9:20	07-Jun-2023 11:37	LN2 Empty Alarm	-189
03-Jun-2023 7:02	03-Jun-2023 16:38	LN2 Empty Alarm	-187
01-Jun-2023 18:43	02-Jun-2023 6:44	LN2 Empty Alarm	-188
23-May-2023 10:40	23-May-2023 15:34	LN2 Empty Alarm	-185
12-May-2023 13:18	12-May-2023 13:46	LN2 Empty Alarm	-189
03-May-2023 13:57	03-May-2023 14:48	LN2 Empty Alarm	-187
24-Apr-2023 9:31	24-Apr-2023 9:48	LN2 Empty Alarm	-188

# Improved Setup Screen

- Added ability to disable LN2 Supply Check
  - Not recommended but it's available
  - LN2 supply check functionality is improved for less nuisance alarms
- Date & Time settings are found here now



04/18/2024 09:04:47    Top : -312°F    LN2 Level : 5.4 in  
 Unit ID : ATLBENCHY    Bot : -305°F    LN2 Usage 0.63 in/day

Setup    Network    Remote Notifications    Access Control    Service    Advanced

**Units**

Temperature °F  
 LN2 Level in.  
 Enable Tenths Display

**Setpoints**

Top Temp Alarm -220    High Level Fill Limit 8.0  
 Bot Temp Alarm -220    Low Level Fill Limit 5.0  
 Purge Temp Setpoint -58    Max Fill Time(5-240) 240

Password [dots] X    Saved! [checkmark]

Home    Graph    Clock    Settings

04/18/2024 09:06:12    Top : -312°F    LN2 Level : 5.4 in  
 Unit ID : ATLBENCHY    Bot : -305°F    LN2 Usage 0.63 in/day

Setup    Network    Remote Notifications    Access Control    Service    Advanced

**Time Zone**    **Date**    **Time**

Eastern Standard Time    April    18    2024    7    50    AM

**Date Format** MM/DD/YYYY    Confirm Settings

day to trigger a recurring fill    periodically purge to determine the status of the LN2 supply

Every 0 days @ 7 40

Last Ran 4/18/2024 7:40:00 AM

Date & Time settings

Password [dots] X    Saved! [checkmark]

Home    Graph    Clock    Settings

04/18/2024 09:05:28    Top : -312°F    LN2 Level : 5.4 in  
 Unit ID : ATLBENCHY    Bot : -306°F    LN2 Usage 0.63 in/day

Setup    Network    Remote Notifications    Access Control    Service    Advanced

Purge Temp Setpoint -58    Max Fill Time(5-240) 240  
 Current Purge Temp 52°F    Max Purge Time(5-60) 5

**Scheduled Fill**  On  
 Select frequency and time of day to trigger a recurring fill  
 Every 0 days @ 7 40  
 Last Ran 4/18/2024 7:40:00 AM

**LN2 Supply Check**  On  
 When enabled, the freezer will periodically purge to determine the status of the LN2 supply

Date & Time settings

Password [dots] X    Saved! [checkmark]

Home    Graph    Clock    Settings

# Improved Remote Notifications (Previously "Alarms" Screen)



- All input slots will accept phone numbers or email addresses
- Text and email alert messages have been rebranded and enriched
- Resolved Alarm Notification sent when alarm condition is cleared
- Alert Displayed if there is an issue with sending text or email alert

(SupplyEmptyAlarm) - Azenta Cryo Freezer - (A100027D1234) - (ATLBENCHY) Inbox x

**CryoFreezer@azenta.com**  
to me

Sun, Apr 7, 3:06 AM (2 days ago)

Your Azenta Cryo Freezer (A100027D1234) - (ATLBENCHY) has new Alarms active. Please take appropriate action.

Active Alarms:  
LN2 Supply Empty ( 4/7/2024 3:06:28 AM )

Performance as of ( 4/7/2024 3:06:28 AM ):  
Top Temp: -191  
Bot Temp: -187  
LN2 Level: 4  
LN2 Usage: 0.61

---

04/18/2024 09:20:45      Top : -312°F      LN2 Level : 5.4 in  
Unit ID : ATLBENCHY      Bot : -305°F      LN2 Usage 0.63 in/day

Setup    Network    **Remote Notifications**    Access Control    Service    Advanced

**Remote Alarm Notifications**

Low Level	<input checked="" type="checkbox"/>
High Level	<input checked="" type="checkbox"/>
High Temp	<input checked="" type="checkbox"/>
Usage	<input checked="" type="checkbox"/>
Stuck Valve	<input checked="" type="checkbox"/>
LN2 Supply Empty	<input checked="" type="checkbox"/>
Lid Open	<input checked="" type="checkbox"/>
Lid Access	<input checked="" type="checkbox"/>
On Battery Power	<input checked="" type="checkbox"/>

**Phone # Format: 12223334444**

Email / Phone (1)	
Email / Phone (2)	
Email / Phone (3)	SEANC56@GMAIL.COM
Email / Phone (4)	
Email / Phone (5)	SEAN.CANTRELL@AZENTA.COM
Email / Phone (6)	17702433442

Send Test Notifications

Password  X    Saved!

Active Alarms - Azenta Cryo Freezer ( A100045D1234 ) - ( ATLBENCHY ).  
Active Alarms: LN2 Supply Empty: ( 4/15/2024 2:07:07 AM ); Performance as of ( 4/15/2024 2:07:07 AM ): Top Temp = -191, Bot Temp = -187, LN2 Level = 6.5, LN2 Usage = 0.77

Resolved Alarm - Azenta Cryo Freezer ( A100045D1234 ) - ( ATLBENCHY ).  
Resolved Alarms: LN2SupplyEmpty ( 4/15/2024 9:23:39 AM ). Active Alarms;  
Performance as of ( 4/15/2024 9:23:39 AM ): Top Temp = -191, Bot Temp = -187, LN2 Level = 6.2, LN2 Usage = 0.77

# Email SMTP Server Settings Are Moved to Advanced Tab



04/18/2024 09:23:19    Top : -312°F    LN2 Level : 5.4 in  
Unit ID : ATLBENCHY    Bot : -305°F    LN2 Usage 0.63 in/day

Setup   Network   Remote Notifications   Access Control   Service   **Advanced**

Restart HMI

USB Update

**Email SMTP Settings**

Serial Number A100045D1234

UnitName ATLBENCHY

HMI Version 2.1.110.0

PLC Version 7.2

Admin Password ●●●●

Auto Reboot    
When enabled the HMI reboots nightly at 12AM

Password ●●●● X    Saved!

04/18/2024 09:23:34    Top : -312°F    LN2 Level : 5.4 in  
Unit ID : ATLBENCHY    Bot : -305°F    LN2 Usage 0.63 in/day

Setup   Network   Remote Notifications   Access Control   Service   **Advanced**

**Email SMTP Server Settings**

When enabled, emails sent from the freezer will send using the settings specified on this screen

**Enable Custom SMTP Server**

Use Custom SMTP Email Server

SMTP Server Address

Port

SMTP Sending Email Address

SMTP Username

SMTP Password

# Future SW Development



- Support for temperature calibration to elevation specific LN2 saturation temperature
- Remote Notification Heartbeat
  - Provides a courtesy message every 3 days to say that the freezer is performing correctly and the connection to the web is still active
- API for customers to be able to integrate building systems with freezer to pull performance data



# CABINETS & PLUMBING IMPROVEMENTS

Shipping on A1000 & E1200 Now  
2024 Implementation For Remaining Product Line

# Q2

# Cabinetry Improvements

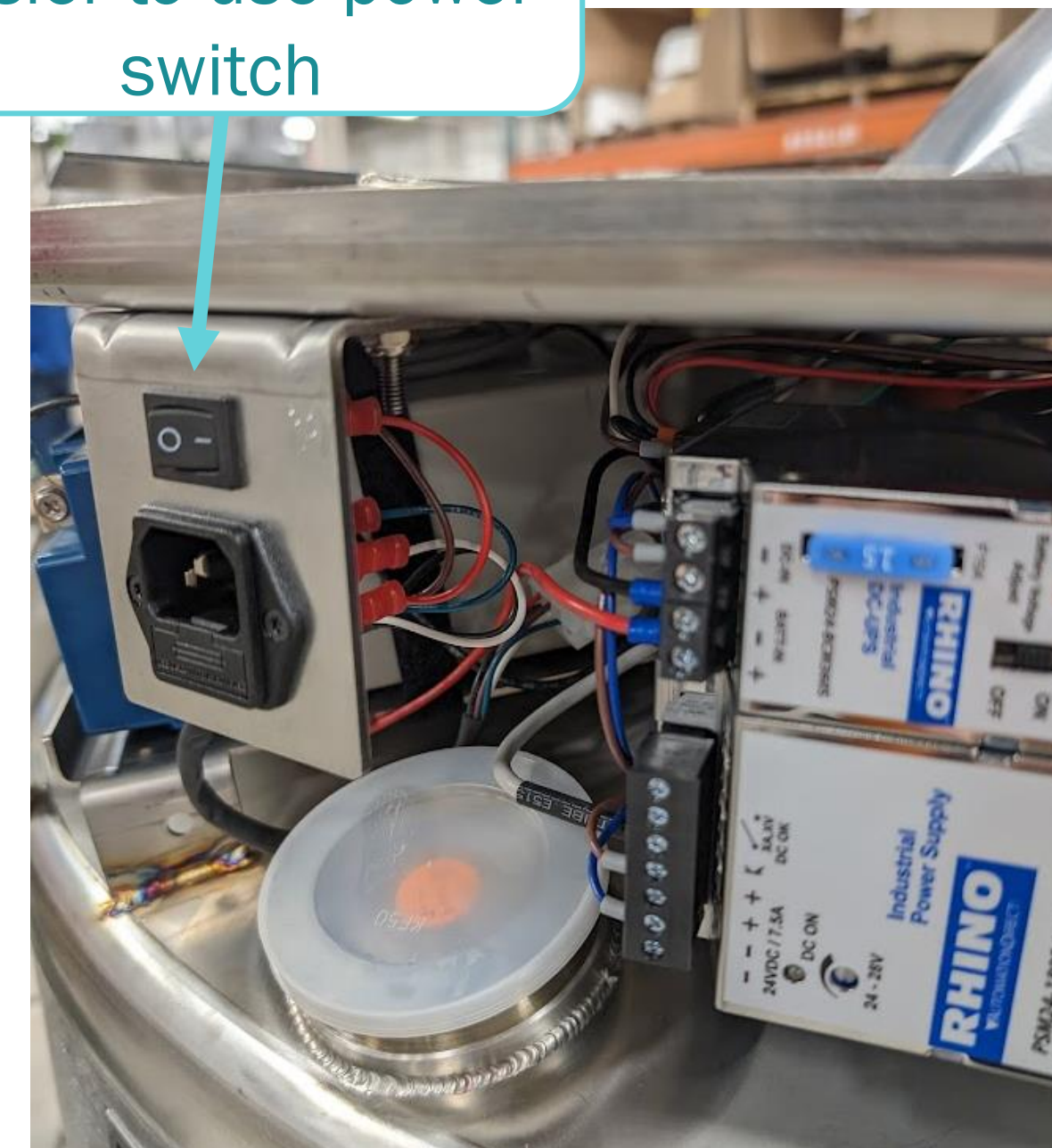


- Improved safety panel mounting
  - No More Gap fillers
  - Bolts for attachment
  - Similar to A76 (IVF76)

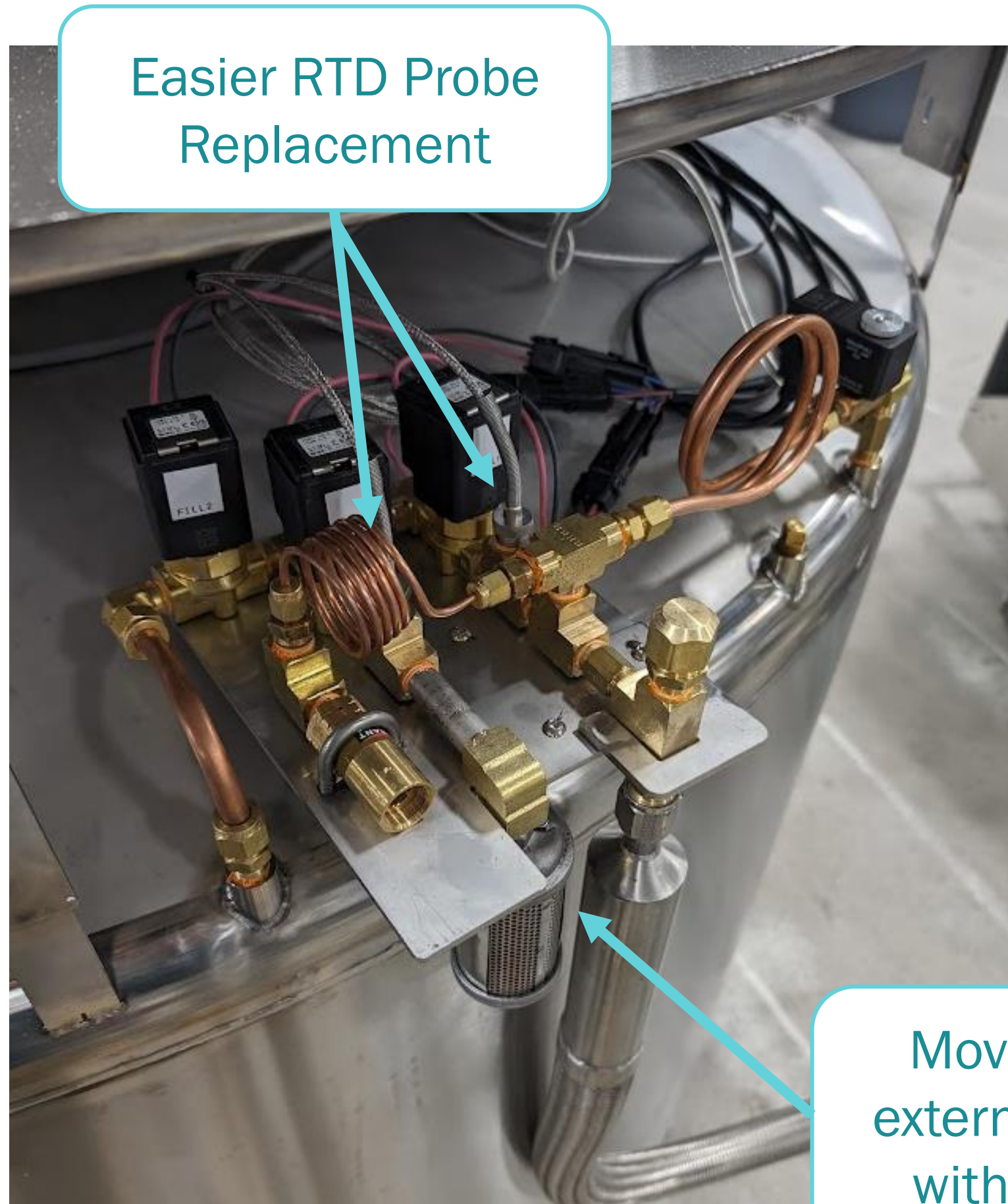


One-piece gas management channel

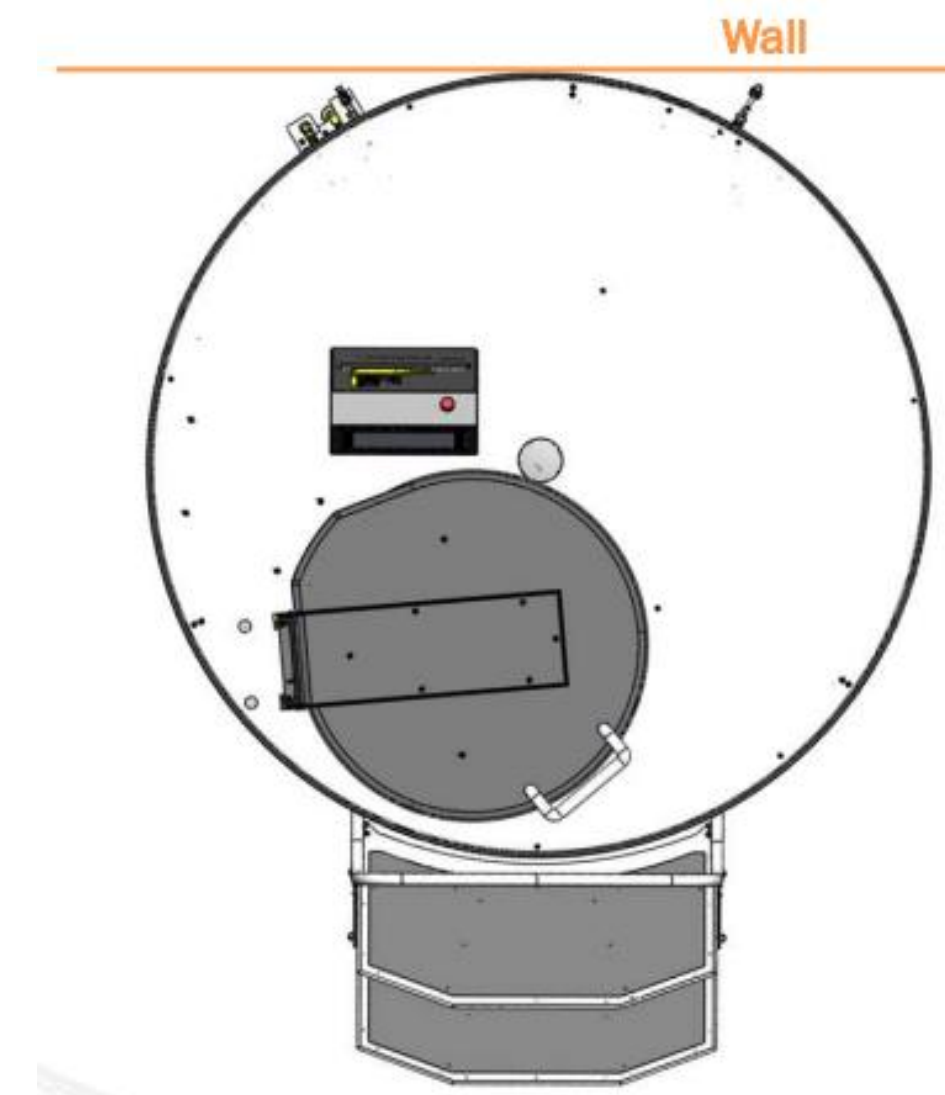
More robust & easier to use power switch



# Improved Plumbing Assembly



Plumbing and electrical positioned to fit with freezer against wall



*\* Will be standardized across all manual cryo freezers*

# CLEANABLE COVERING FOR LID FOAM

Estimated Implementation By End of 2024

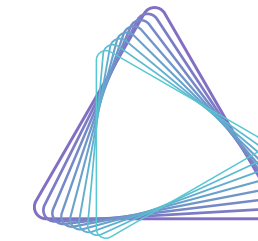
03

# Durable & Cleanable Lid Foam

- Currently in-testing
- Smooth for easy cleaning
- Resistant to common cleaning products
- Will eliminate foam debris generated during normal usage



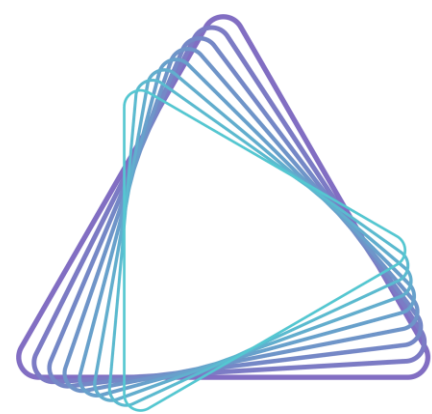
PARTNERS  
IN SUCCESS



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# Questions?



**AZENTA**  
LIFE SCIENCES

# Who to Contact for Servicing Azenta Products



## If any servicing is needed always contact the **Help Desk**

- **Email:** [Service.Products@Azenta.com](mailto:Service.Products@Azenta.com)
  - @abeyancecryo.com is no longer deliverable
- **Phone:** 1-800-379-7221
  - Choose Option 2

## What information should you be prepared to shared with the **Help Desk**.

- Serial number
- Description of problem
- Photos if appropriate
- Any steps that have been taken to troubleshoot the issue
- Level of severity / customer impact
  - **Low** – inconvenient but no risk to samples or user safety and/or intermittent issue
  - **Medium** - Interruption of normal operation and low risk to sample or user safety
  - **High** - Immediate risk to sample or user safety or unable to operate equipment

## What's in it for our Customers if these steps are followed?

- Warranty benefits are recognized
- Faster response to issues
- Eliminate future quality issues



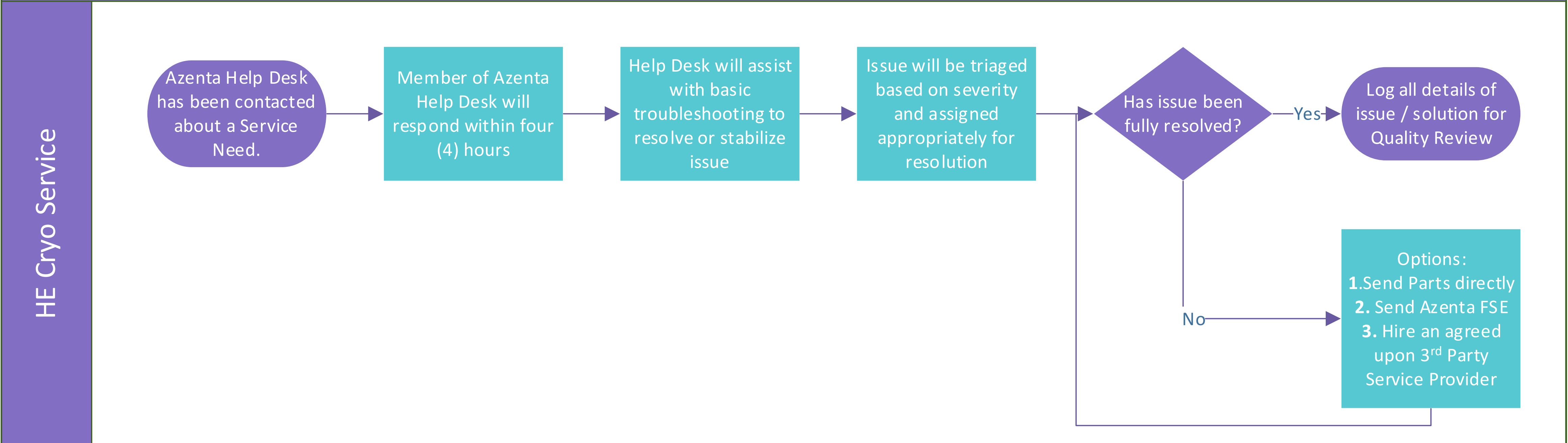


# Engaging with the Azenta Service Help Desk



## What Distributors Should Expect from Azenta HE Cryo Service

Phase



# PRODUCT LINE TRAINING: AUTOMATED FREEZERS

02

# Automated Cryogenic Storage Portfolio



## CryoArc Pico

Optimised storage:  
Cryobox, SBS, up to  
50mL cassettes

Storage temperature:  
Down to -196 °C

Capacity: 8,800  
2ml Cryovials

Hold time: 10 days



## CryoArc Deca

Optimised storage:  
Cryobox, SBS, up to  
50mL cassettes

Storage temperature:  
Down to -196 °C

Capacity: 26,600 2ml  
Cryovials

Hold time: 15 days



## CryoArc Tera

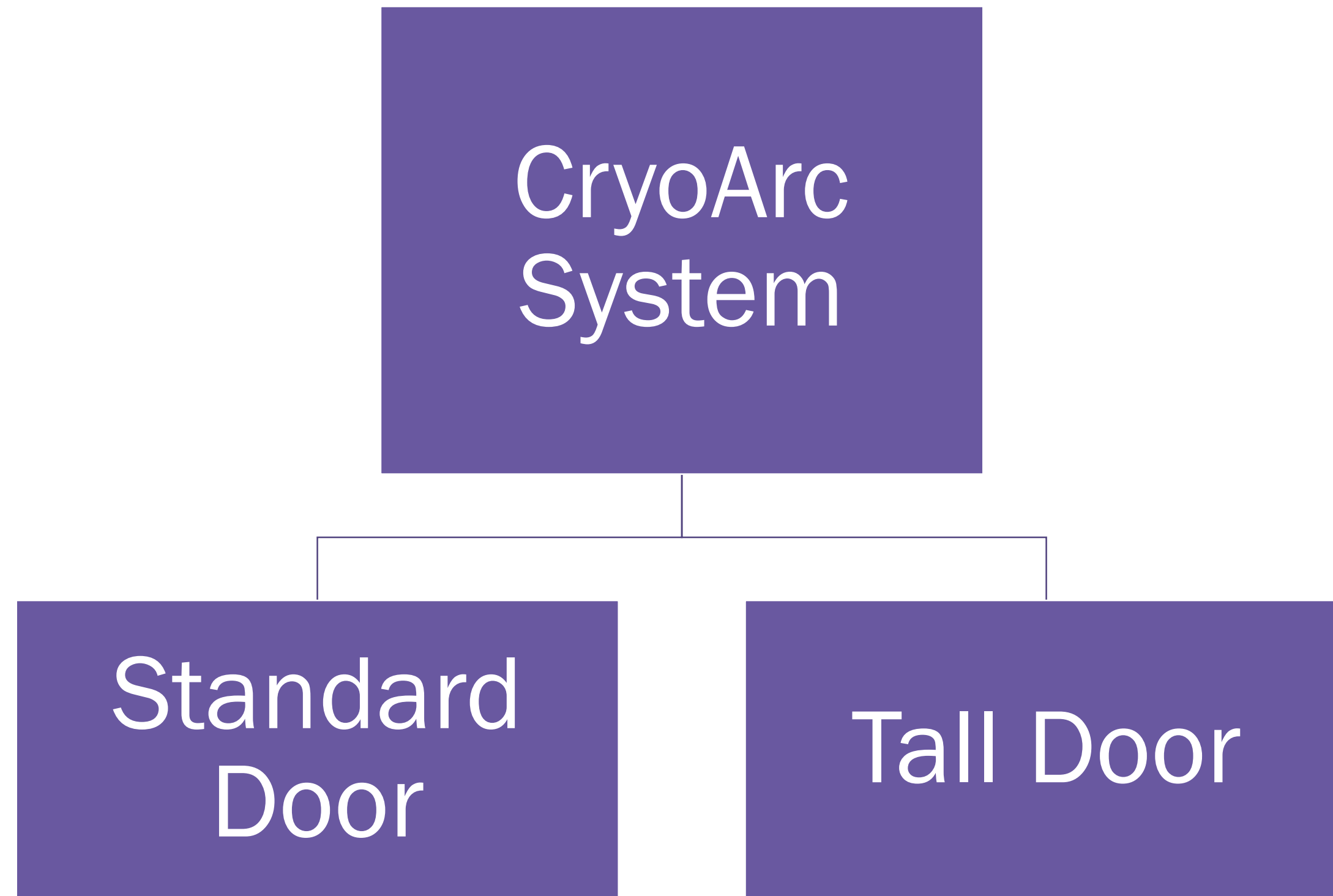
Optimised storage:  
Cryobox, SBS, up to  
250mL Cassettes

Storage temperature:  
down to -196 °C

Capacity: 63,000 2ml  
Cryovials

Hold time: 17.5 days

# CryoArc Family Configurations



## Standard Door:

4" tall door, suitable for 2" boxes, most SBS racks, and some small cassettes (25mL). Commonly used in discovery or QC labs where samples are expected to be in smaller vials

## Tall Door:

7" tall door, suitable for 4" boxes, tall SBS racks, and cassettes up to 50mL. Commonly used by companies working on cell therapies in discovery all the way through commercialization.

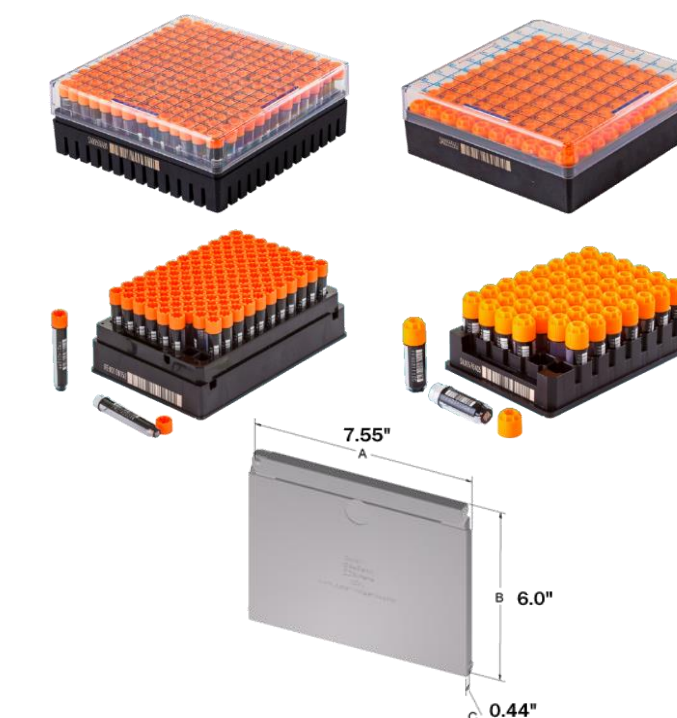
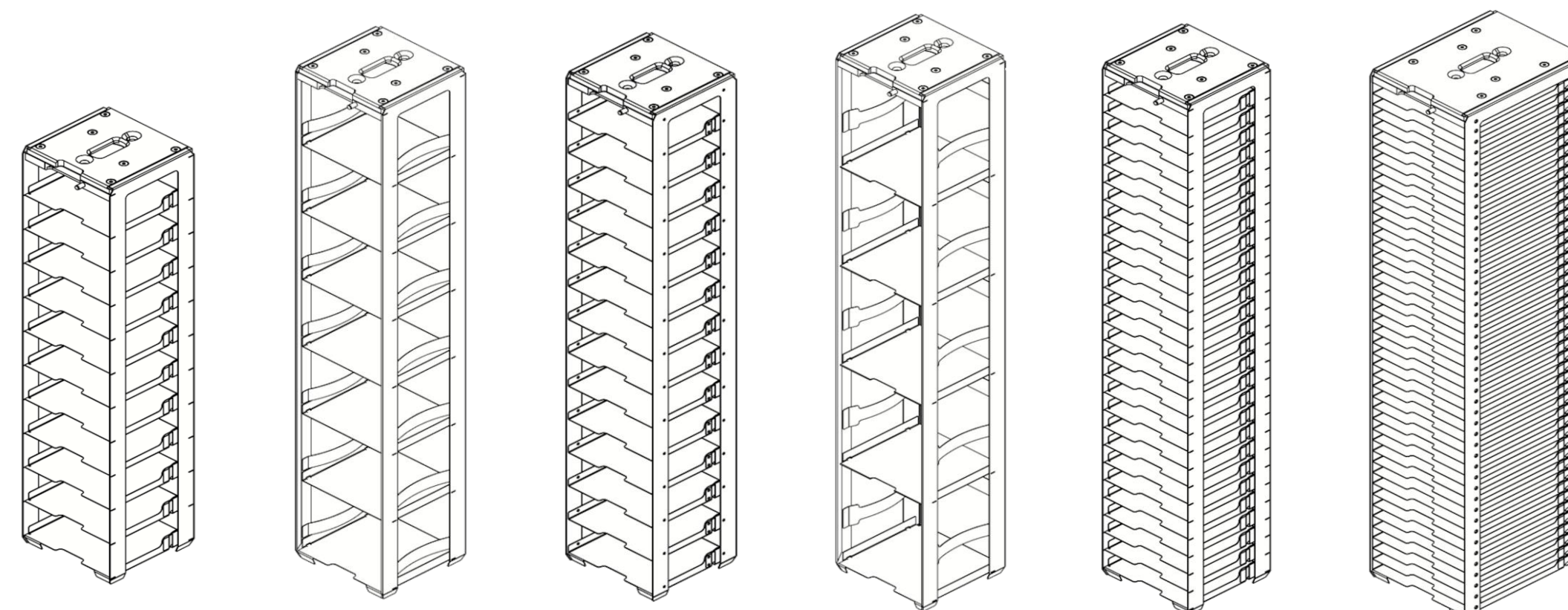
## \*CryoArc Tera for Cassettes

Envelope style door, suitable for single cassette storage and retrieval. Can fit most 250mL cassettes or smaller. Only available in the Tera, and commonly used by large pharma manufacturers of cell therapies.

# System Capacities and Configurations



CryoArc System Type	Number of Freezer Racks	Total 2" Boxes	1mL FluidX Tubes (14x14)	2ml FluidX Tubes (10x10)	Typical Use
Pico Standard Door	8	88	17,248	8,800	Discovery Lab, Cell Line Distribution
Deca Standard Door	19	266	52,136	26,600	BioBank, Discovery Lab, C&GT
Tera Standard Door	42	630	123,480	63,000	Large Pharma, CDMOs, Dist. Hubs
CryoArc System Type	Number of Freezer Racks	Total Adapters	50ml Cassettes	250mL Cassettes	Typical Use
Pico Tall Door	8	24	240	N/A	C&GT, Last Mile Delivery
Deca Tall Door	19	76	760	N/A	C&GT, CROs, Discovery Lab
Tera Tall Door	42	168	1,680	N/A	Large Pharma, CDMOs, Dist. Hubs
Tera Cassette	22	990	990	990	C&GT, CDMOs, Dist. Hubs



# Labware Flexibility



**WE CAN STORE ANYTHING THAT FITS IN A CRYOBOX FOOTPRINT!**

## Cryo Cassette Adapters

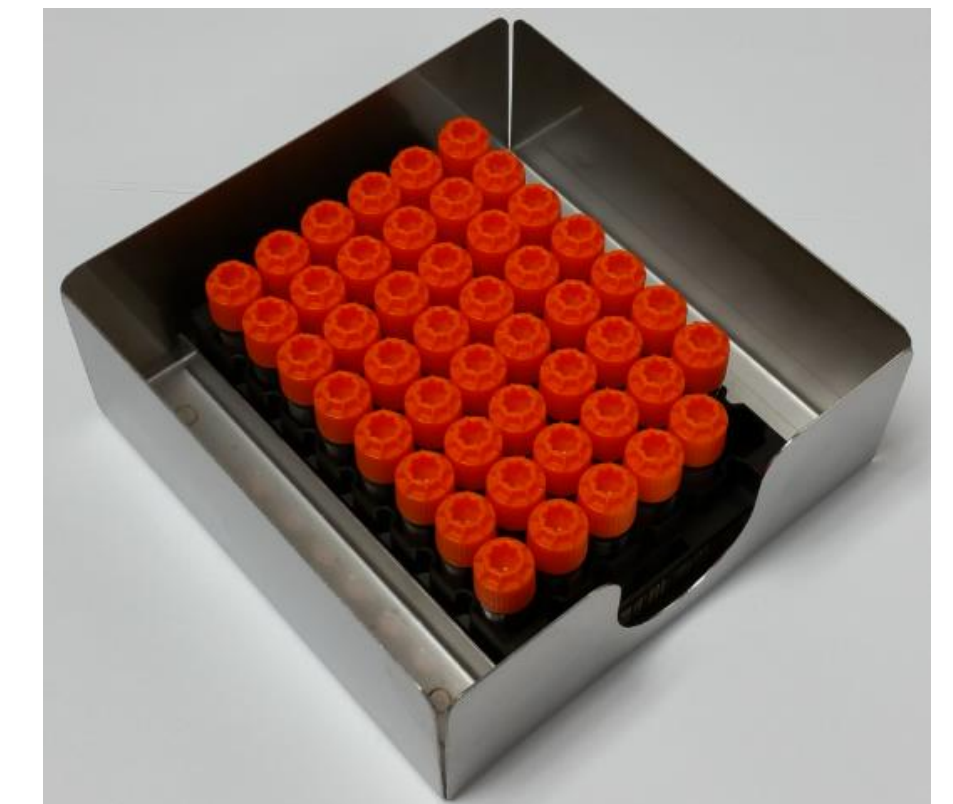
- (355939 – HOLDER W/COVER,CRYO CASSETTE,50ML,10 POSITION)

## SBS Adapters

- (267076 – ADAPTER BOX, SBS TO CRYOBOX, SHEET METAL)

## 1” Cryobox

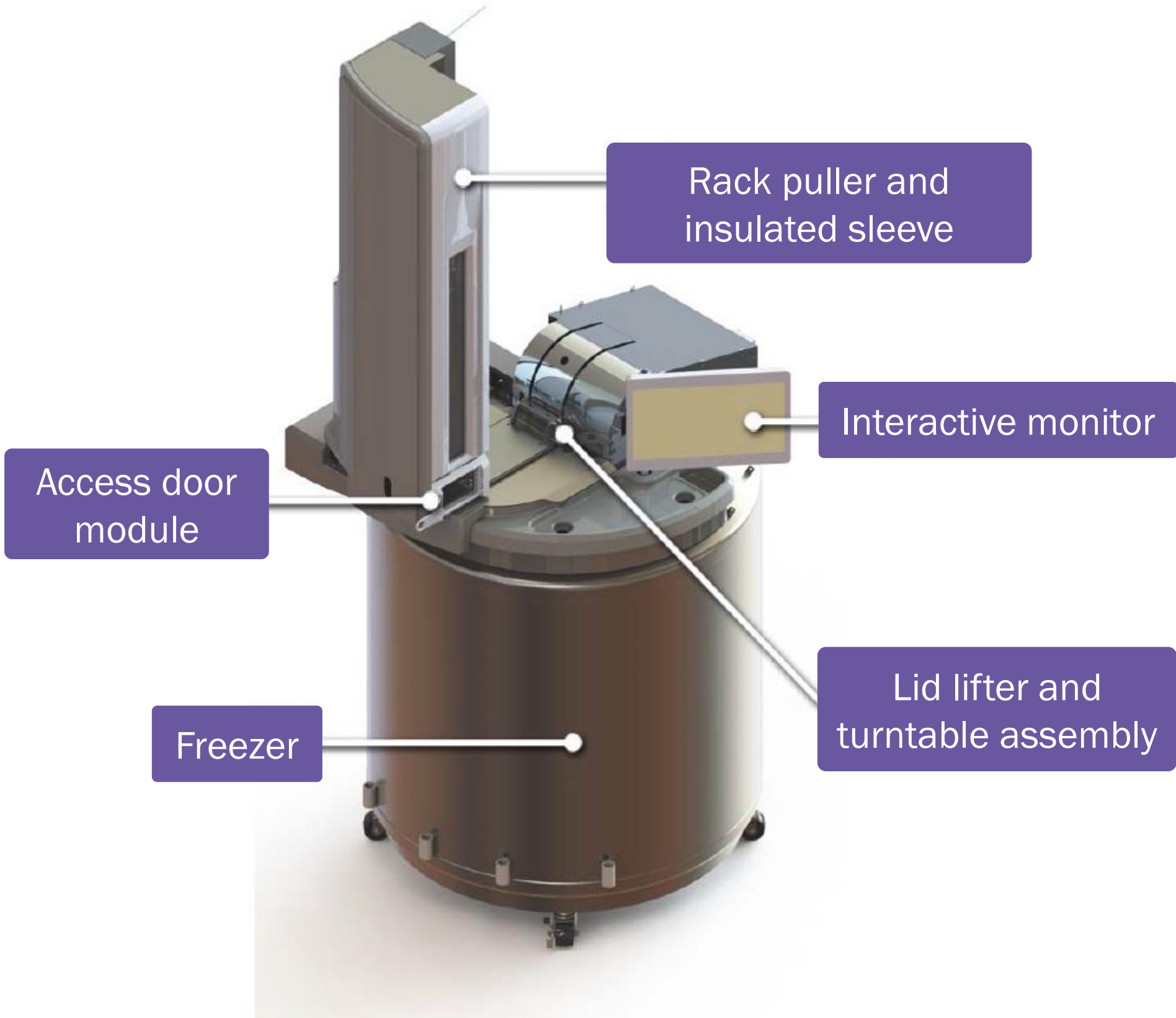
- (273917 – CRYOBOX, 12 POSITION, 1 INCH TALL W/ DIVIDER)



# Architecture and Operation

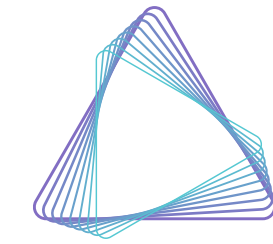


## FUNDAMENTAL SYSTEM STRUCTURE



# CryoArc Automation in action

RS  
ESS



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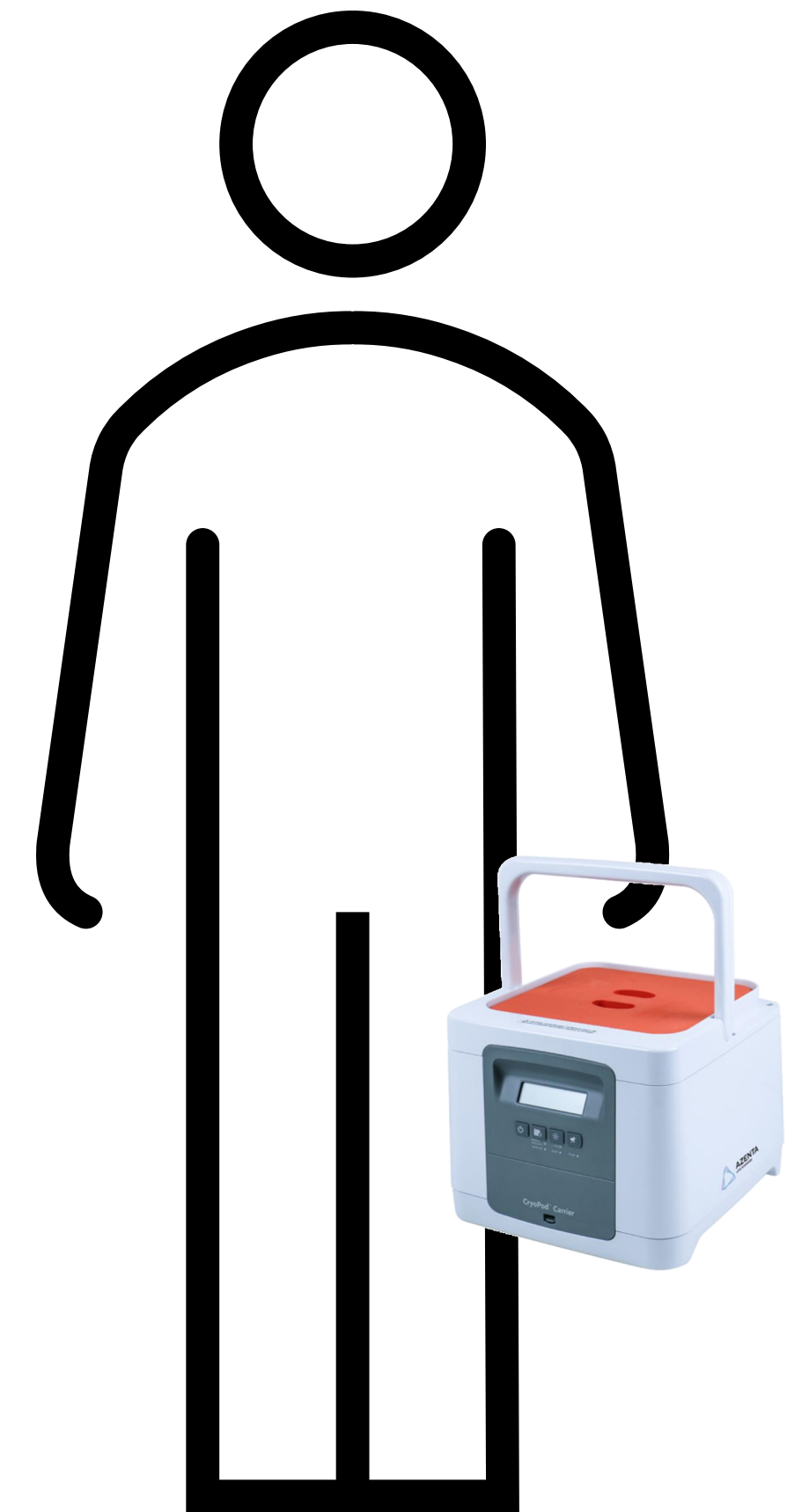


## Azenta **CryoPod Carrier**

- LN2 Cooled sample transportation
- Optimal size portable sample transfer
- Live and exportable data

### Capacity:

- 1x 2" tall Cryobox
- 2x SBS Microplates
- 3-4 Small cassettes





# Controller Software UI



Ready to Load Box

Enter box ID and load box into rack.  
Rack: 15, Shelf: 3

123456

Import

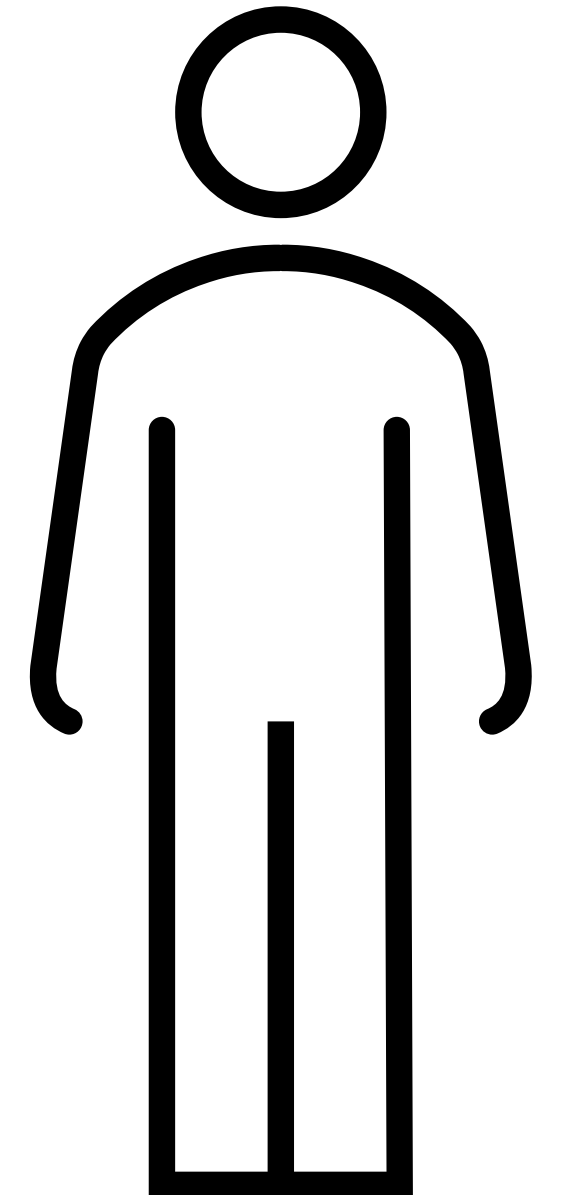
Look Up In Master File

Position	ID	Type
A1		Generic 2 in. Cryo Tube
A2		Generic 2 in. Cryo Tube
A3		Generic 2 in. Cryo Tube
A4		Generic 2 in. Cryo Tube
A5		Generic 2 in. Cryo Tube
A6		Generic 2 in. Cryo Tube
A7		Generic 2 in. Cryo Tube
A8		Generic 2 in. Cryo Tube
A9		Generic 2 in. Cryo Tube
A10		Generic 2 in. Cryo Tube
B1		Generic 2 in. Cryo Tube
B2		Generic 2 in. Cryo Tube
B3		Generic 2 in. Cryo Tube
B4		Generic 2 in. Cryo Tube

Clear

Box Loaded Skip Shelf Cancel Pause (14)

Page 1 of 8



# CryoArc -190 °C LN2-Based Automated Storage



## SAFER AND MORE SECURE SAMPLE STORAGE

### Benefits of high-efficiency LN2 freezer

- Thermal stability
- Hold time length
- Accessibility

### Advanced Automation features

- Real-time inventory control
- Cold chain management
- Superior user experience



# CryoArc -190 °C LN2-Based Automated Storage



## ULTIMATE SAMPLE PROTECTION WITH INVENTORY CONTROL

Consistent -190 °C temperatures from top to bottom using LN2 vapor

Samples protected from excessive warming during retrieval

- Minimized warming of innocent samples
- Insulating tower for temperature stability

10-23 days of emergency hold time, depending on model

Integrated software controls

- Full vial or cassette level inventory tracking
- 29 readily available reports to track temperature data and LN2 levels
- Optional reporting module supports 21 CFR Part 11 compliance



# CryoArc -190 °C LN2-Based Automated Storage



## SIMPLIFIED OPERATION WITH FLEXIBILITY

### Superior User Experience

- Intuitive touchscreen control
- Ergonomic design for reduced injury risk
- Minimized PPE requirements

**<15L  
consumption of  
LN2 per day**

**Fast sample  
retrieval <60  
seconds**

### Compatible with a range of labware

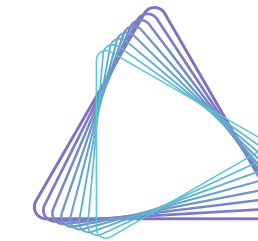
- Cryoboxes
- SBS Racks
- Cryo Cassettes



# CryoArc -190 °C LN2-Based Automated Storage



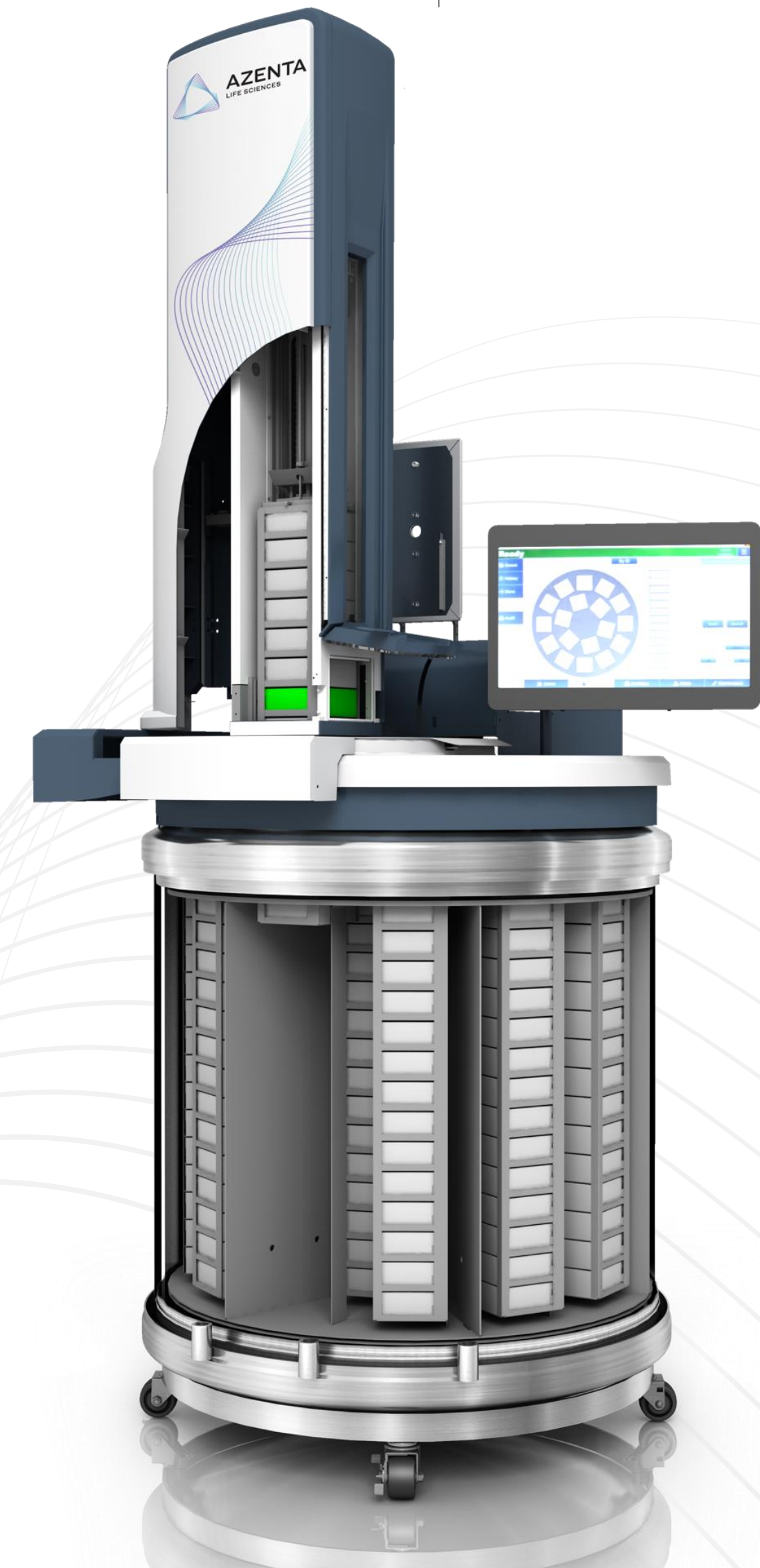
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## FEATURES TO INCREASE SAMPLE INTEGRITY & RESCUE

- **UPS with software detection (and cleanup)**
- **Absolute encoders on axes**
  - Fast and automated recovery from user accidentally bumping the tower, software crash or power outage
- **Tower-side door for quick access to the rack and samples**
- **User-assisted lowering and raising of freezer rack in the tower automatically after electrical or software issues**
- **Enhanced tools to assist with sample rescue**



# CryoArc Software – Licensed Features



## LIBRARY MANAGEMENT

- Capability to define logical libraries within the system
- Access rights to specific racks, boxes or cassettes
  - Limited user visibility
  - Samples Security

## WEB API MODULE

- Third party LIMS and application integration with RESTful WEB Service API
- AZENTA FreezerPro LIMS

### Includes

- Run time license for single-instance use
- CryoArc Web service API reference guide
- SOAP UI Function testing interface to assist with API testing

## REPORTS

- Efficient, documented, 21-CFR-Part 11 Compliant
- List of report categories and types
  - Alarms, Inventory, Monitoring, Orders, Security, System



## ALERT MANAGEMENT

- Onboard monitoring with configurable SMS/email notifications and alerts
  - Database backup
  - Inventory Empty Capacity Low
  - Monitoring Item LN2 level
  - Monitoring Item LN2 Usage
  - Monitoring Item Temperature
  - Order Execution
  - Preference Settings Modified
  - System State
  - User Security
- 
- **Alarms** – All, active, history
  - **Inventory** – Lifetime, Statistics, Libraries, Partitions
  - **Monitoring** – Items, Temperatures, LN2 Usage, LN2 levels, Manual LN2
  - **Orders** – All, queued, history
  - **Security** – Users, User sessions, User roles
  - **System** – Settings, Errors, Traces, Activities

# Service Products and Support



## IOPQ Validation Service

- Installation Qualification
- Operational Qualification
- Performance Qualification

## RTD Calibration Service

- Resistance temperature detector re-calibration service

## Service Packages

	Standard Warranty Year 1	Warranty Blue Year 1	Performance Blue Year 2
Technical Support Office Hours	W	W	✓
Max Response Time in Hours		4	4
Max Time for On-Site in Hours		72	72
No. of Preventative Maintenance		1	1
On-Site Repair Labour	W	W	✓
Repair - Travel Time and Expenses	W	W	✓
Replacement Parts	W	W	✓
Software Maintenance Cat 'A'	W	W	✓
Discounted Labour Rates			✓
Discounted Upgrades			✓

### Notes:

1. Any column with a tick or W means that the feature is included in the contract cover
2. In Warranty Blue contracts, items marked with 'W' are covered by Azenta Standard Warranty

# Who to Contact for Order Information



## If customer support is needed always contact **Customer Care**

- **Email:** salesorders.na@azenta.com
- **Phone:** 1-888-229-3682

## What information should you be prepared to share with **Customer Care**?

- Purchase order number or sales order acknowledgement
- Item number
- Tracking information (if applicable)

## What information can **Customer Care** provide for you?

- Order status
- Expected shipping date
- Delivery information
- Tracking information
- Available inventory
- Lead time
- Invoices



# Who to Contact for Servicing Azenta Products



## If any servicing is needed always contact the **Help Desk**

- **Email:** [Service.Products@Azenta.com](mailto:Service.Products@Azenta.com)
  - @abeyancecryo.com is no longer deliverable
- **Phone:** 1-800-379-7221
  - Choose Option 2

## What information should you be prepared to shared with the **Help Desk**.

- Serial number
- Description of problem
- Photos if appropriate
- Any steps that have been taken to troubleshoot the issue
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## What's in it for our Customers if these steps are followed?.

- Warranty benefits are recognized
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- Eliminate future quality issues

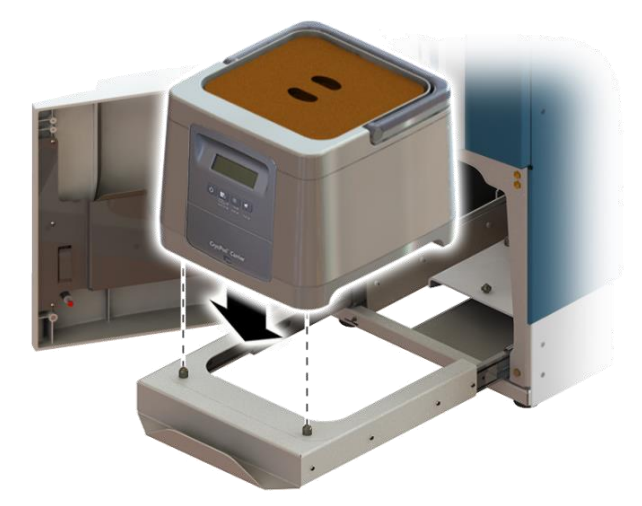
# PRODUCT LINE TRAINING: CRYOPOD & FILLING STATION

03

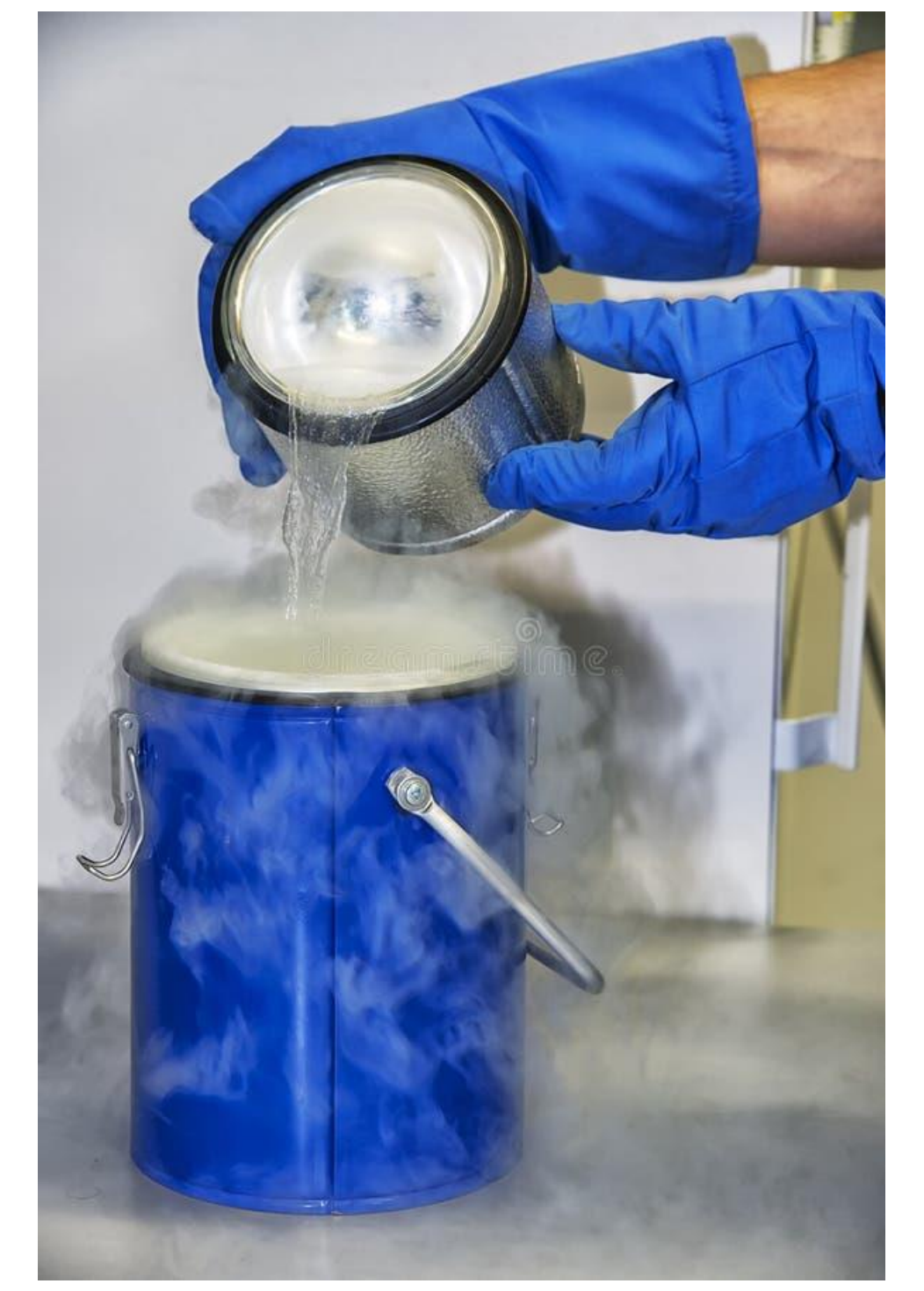
# CryoPod and Filling Station



Azenta  
**CryoPod  
Carrier**



Azenta  
**CryoPod Filling  
Station**



# Filling Station Overview



5-10 minutes to fill

Safe – No user contact with LN2 or cold surfaces

Consistent – Exact fill every time

On demand – Recharge anytime, even with samples in basket

Integrate – Connects to portable or house LN2 supply

Dimensions (W x D x H) – 17” x 23” x 29”

**Performance is highly dependent on LN2 supply provided. Ensure consistent pressure at the point of the Filling Station is being supplied (i.e. not pressure at the bulk tank)**

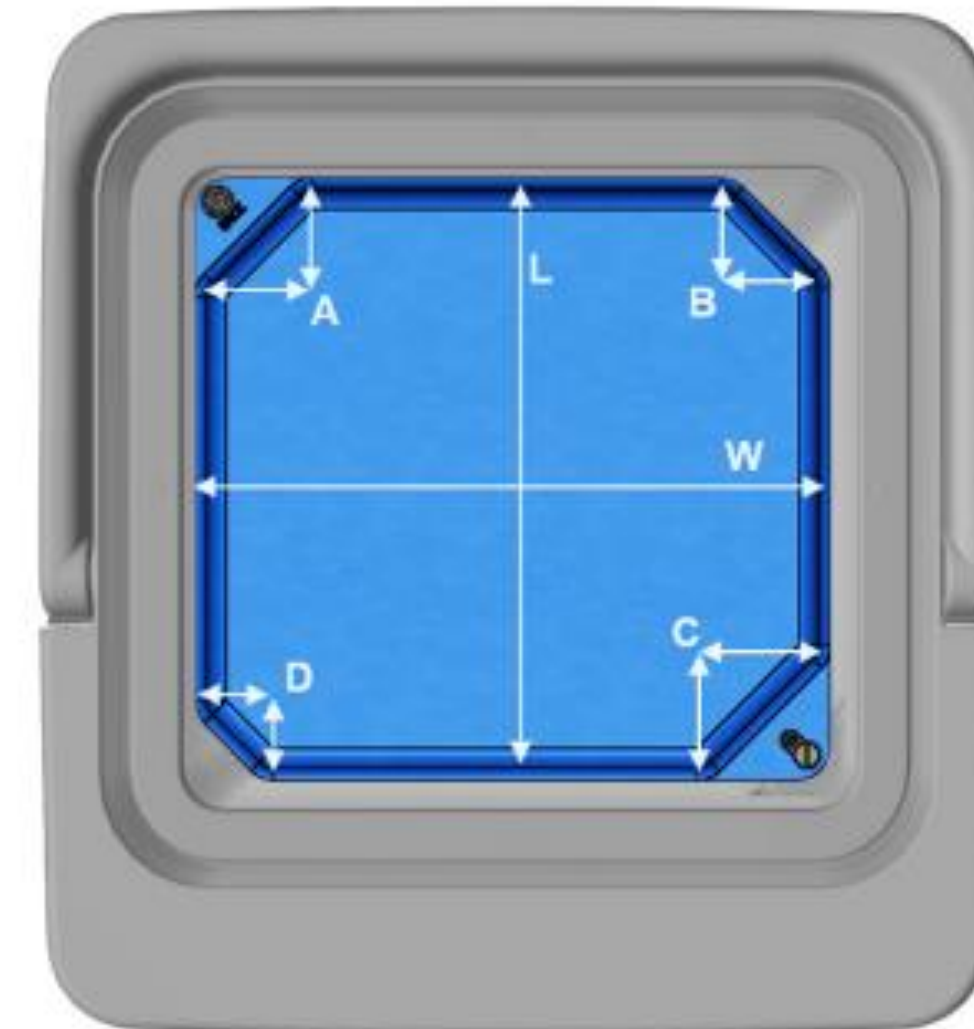


# CryoPod Configurations



## CryoPod for Cryoboxes: 243354-001

Designed around the cryobox and SBS footprint. Can hold 1 cryobox or 2 SBS racks, only small cassettes can fit in the basket.



Basket Dimensions	Metric (mm)	Imperial (in)
L	186	7.3
W	200	7.8
H	78	3.1
A	35 @ 45°	1.38 @ 45°
B	32 @ 45°	1.26 @ 45°
C	40 @ 45°	1.57 @ 45°
D	22 @ 45°	0.87 @ 45°

## CryoPod for Cassettes: 284574

Designed to support most 250mL cassettes. Can hold 1 cryobox, 2 SBS racks, or 3-4 250mL cassettes.



Basket Dimensions	Metric (mm)	Imperial (in)
L	190.5	7.5
W	20	8.1
H	78	3.07
A	40 @ 45°	1.57 @ 45°
B	29 @ 45°	1.14 @ 45°
C	20 @ 45°	0.79 @ 45°
D	40 @ 45°	1.57 @ 45°

# CRYO SOFTWARE DEMO

04

# FREEZERPRO INTEGRATION

05

# Agenda



Introduction	01
FreezerPro Overview	02
Competitive Info	03
Appendix	04





# INTRODUCTION

# 01

# The Team



**Karmen Michael,  
Account Manager,  
FreezerPro**

[Karmen.Michael@azenta.com](mailto:Karmen.Michael@azenta.com)

**Erik Rapp, Sr.  
Account Manager -  
FreezerPro**

[Erik.rapp@azenta.com](mailto:Erik.rapp@azenta.com)

508-259-4711

**FreezerPro Support - [freezerprosupport@azenta.com](mailto:freezerprosupport@azenta.com)**

**Hours – 9am-5pm Eastern Time**

# FREEZERPRO OVERVIEW

# 02

# What is FreezerPro – Quick and Easy to Implement



FreezerPro is a scalable web-based sample inventory management system, providing access to sample information from anywhere in the world

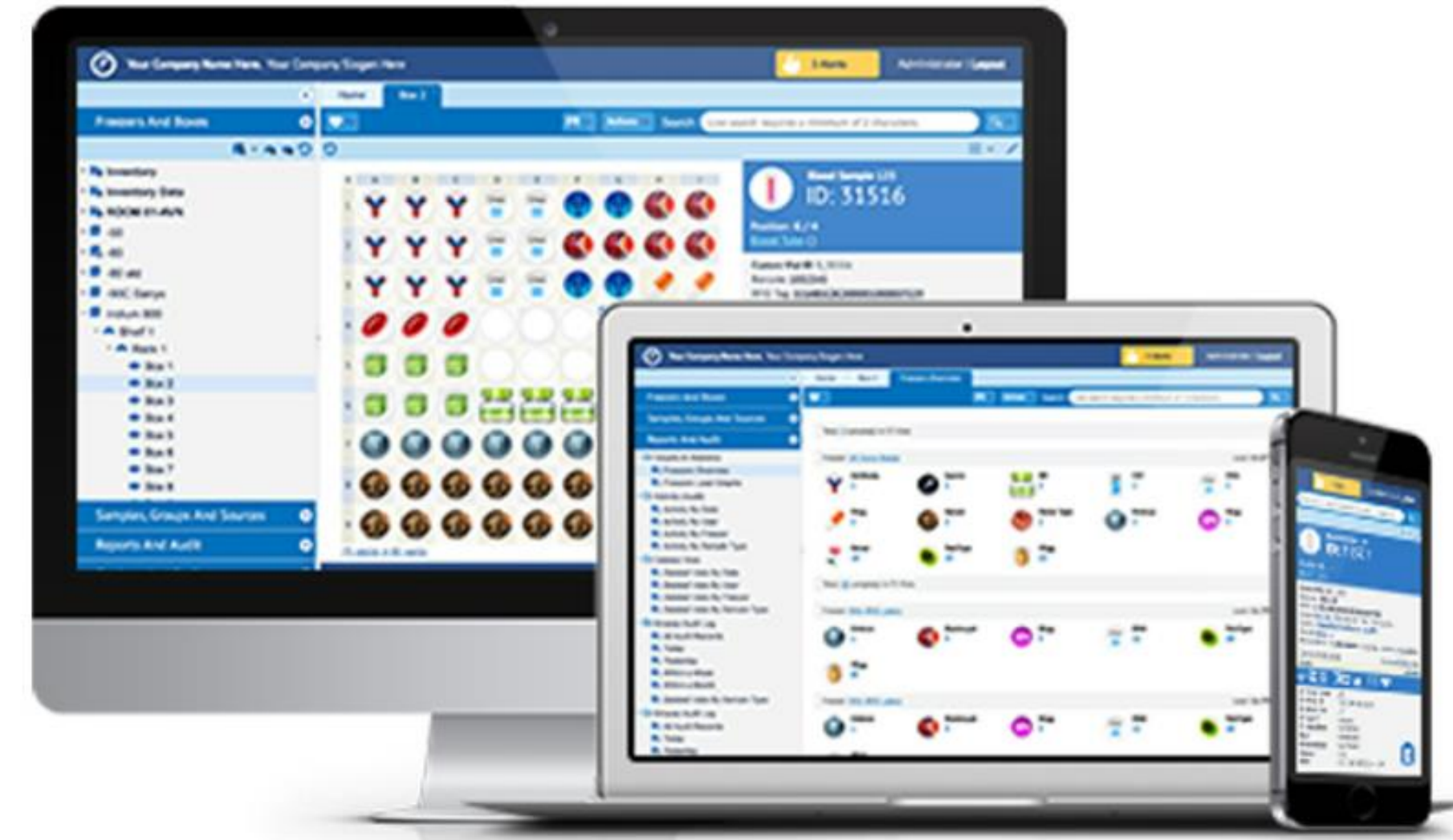
- User friendly and deployed within hours
- Off the shelf solution
- Highly configurable for life science customer inventories of all shapes and sizes



# FreezerPro – Top 3 Value Adds



1. Flexibility – customers can make it their own, configuring to their current workflows and lab/sample setups, can easily scale within and across multiple teams and locations for a federated view of samples across the organization with limits on who can access
2. Integrate-able – easily fit FreezerPro into the current Sample Management ecosystem of Freezers, Scanners, and other LIMS/ELN Software
3. Sustainability – Enables users to know exactly what types of samples and criteria they are looking for in the exact locations, to be able to walk up to a freezer and open/close the door quickly, saving on energy and resource consumption



# FreezerPro



FreezerPro® is a scalable, fast, reliable and secure Laboratory Information Management Software solution which enables users to know precisely where a laboratory sample is located even before opening the freezer door.

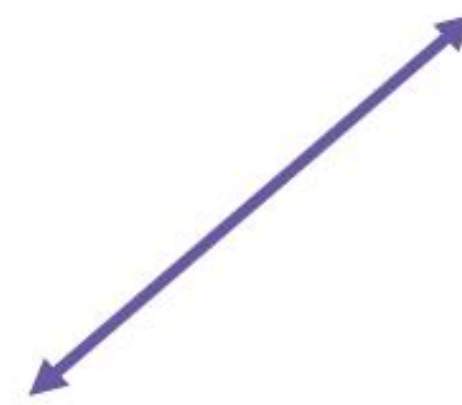
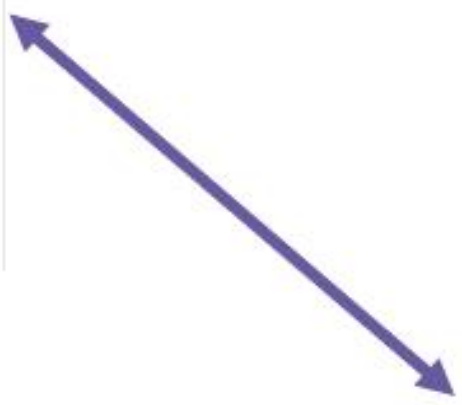
- Track all sample movement and sample information
- Create virtual storage locations, customize to emulate the configuration of physical freezers down to box and vial level
- Quick and easy setup with intuitive user interface
- Dedicated menu for reports, providing tracking of all activities and a comprehensive audit trail
- Sample type customization with functionality to store specific metadata
- Easy search feature based on sample data by word or keyword
- Access Restrictions to limit who can access certain samples/parts of the database
- Integrate with other solutions ex. ELN, LIMS/LIS, home grown and other data capturing platforms via RestAPI
- Web-based solution providing access to sample information from anywhere in the world

# Full Sample Management Workflow Powered by Azena Solutions



Consumables and Instruments - Ziath is now a part of Azena!

Sample No	Sample Qr	Label	Project	Obtained	Obtained	Labbook	Comment							
1	123-ABC	11	AB0889	Samples & Mouse	1	5	12345	Project X	M	M	#####	CRO #123	Page 20	Parent Mour
2	123-ABC	11	AB0889	Samples & Mouse	1	5	12345	Project X	M	M	#####	CRO #123	Page 20	Parent Mour
3	123-ABC	11	AB0889	Samples & Mouse	1	5	12345	Project X	M	M	#####	CRO #123	Page 20	Parent Mour
4	123-ABC	11	AB0889	Samples & Mouse	1	5	12345	Project X	M	M	#####	CRO #123	Page 20	Parent Mour
5	123-ABC	11	AB0889	Samples & Mouse	1	5	12345	Project X	M	M	#####	CRO #123	Page 20	Parent Mour
6	123-ABC	11	AB0889	Samples & Mouse	1	5	12345	Project X	M	M	#####	CRO #123	Page 20	Parent Mour
7	123-ABC	11	AB0889	Samples & Mouse	1	5	12345	Project X	M	M	#####	CRO #123	Page 20	Parent Mour
8	123-ABC	11	AB0889	Samples & DNA	1	0.5	12345	Project X	D	D	#####	CRO #123	Page 24	Extracted DP
9	123-ABC	11	AB0889	Samples & DNA	1	0.5	12345	Project X	D	D	#####	CRO #123	Page 24	Extracted DP
10	123-ABC	11	AB0889	Samples & DNA	1	0.5	12345	Project X	D	D	#####	CRO #123	Page 24	Extracted DP
11	123-ABC	11	AB0889	Samples & RNA	1	0.3	12345	Project X	R	R	#####	CRO #123	Page 24	Extracted RP
12	123-ABC	11	AB0889	Samples & RNA	1	0.3	12345	Project X	R	R	#####	CRO #123	Page 24	Extracted RP
13	123-ABC	11	AB0889	Samples & RNA	1	0.3	12345	Project X	R	R	#####	CRO #123	Page 24	Extracted RP
14	123-ABC	11	AB0889	Samples & Tissue	0	3.5	12345	Project X	T	T	#####	CRO #123	Page 24	Extracted TP
15	123-ABC	11	AB0889	Samples & Tissue	0	3.5	12345	Project X	T	T	#####	CRO #123	Page 24	Extracted TP
16	12345	4417		Example Blood Sample X	0									



Automated Storage - ULT and Cryo

Manual Storage Solutions



FreezerPro

# FreezerPro Enterprise Editions



## Key Features

- Sample Management across storage units
- Alerts on low inventory, freeze thaw counts
- Barcoding – manual and pre barcoded tubes
- Bulk upload sample information in spreadsheets
- Search and report on any combination of sample data

## Additional Value Adds

- Expanded Storage setup (Buildings/Rooms/Groups)
- Connect with Azenta Automated Storage units and connect with other software being used (ex. Electronic Lab Notebook, Lab Info System)
- Set restrictions on what data is visible to team members
- Share Pick Lists and Report templates across teams



# FreezerPro List Price – Enterprise Edition



## Cloud Hosted – Subscription Enterprise Edition

- \$3,555 per Concurrent License per Year
- Support and Upgrades included
- Training - \$2,500 onetime fee, 2 Sessions – admin and end-user

## On Premise/Local –

## *One-time fees, annual maintenance subscription* Enterprise Edition

- \$18,692 Software fee
- \$5,515 per Concurrent License
- Automated Storage integration modules – Onetime fee of \$27,040 for Cryo, \$70,642 for Stores
- Annual Maintenance starting in Year 2 is 20% of total software purchases
- Training - \$2,500 onetime fee, 2 Sessions – admin and end user

*Note – The number of Concurrent Licenses is the number of users that can be logged in at the same time*

# Quick Impact – Short Sales Cycle that adds up!



- High Conversion rate
  - ~65% Intro call to Demo (by FreezerPro Sales)
  - ~65% Demo to Conversion of Customer
- Sales Cycle Time – 30-60 Days
  - Note some cases can be longer with larger opportunities (6-12 months)
  - Average Contract Value - \$7,000

# Sample management and biobanking informatics solutions

AZENTA OFFERS TWO CLOUD-BASED SOLUTIONS TO FIT YOUR SAMPLE DATA MANAGEMENT NEEDS



- **FreezerPro® Sample Inventory Management Software – simple and efficient solution**

- Track samples in and out of the freezer
- Fast deployment (in hours)
- Integration with automated freezers
- Full audit trail

- **Limfinity® Biobanking LIMS – Comprehensive enterprise biobanking/sample management solution**

- Freezer management, sample workflows, consent tracking and diagnostic workflows
- Scalable, flexible, workflow-based sample management solution
- Links clinical, consent, test results, and other data to maximize the value of every sample
- Integration with instruments, automated freezers, LIMS, ELN, etc
- Full audit trail

VISIBILITY



EFFICIENCY



COMPLIANCE



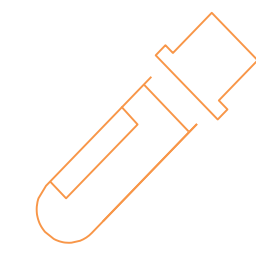
# Limfinity® Biobanking LIMS

## Standard Configuration



### Studies & Groups

Track samples and sample origins/subjects in Studies/Projects and Groups



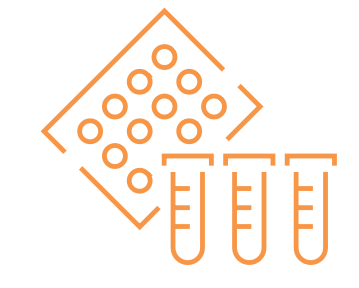
### Sample Accessioning

Accession via file import, manual data entry, or integration with other software



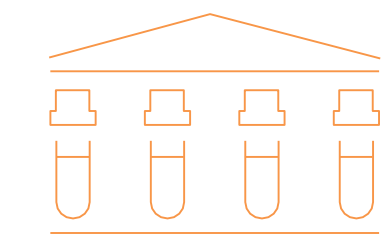
### Sample Shipping/Transfer

Full chain-of-custody tracking for inbound, outbound, and transfer shipments



### Sample Processing

Aliquoting, pooling, derivatives, and optional custom laboratory workflows  
Parent/child relationship maintained  
Freeze/thaw count tracking  
Label printing



### Sample Storage

Track to the exact position in a box  
Supports manual and automated freezers  
Capacity tracking

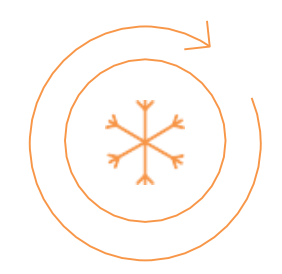
Plan

Collect

Transport

Process

Protect



### Sample Discard

Expired samples  
Record proper discard to support regulatory compliance



### Sample Testing & Analysis

Link test results to the sample  
Link quality and other testing results to the sample



### Retrieve

Maintain robust chain of custody  
Smart storage tools to efficiently find samples across manual and automated storage



### Sample Request

Track and fulfill Requests for samples  
Cross-reference Informed Consent and other data to ensure fit-for-purpose



### Informed Consent

Link Informed Consent data directly to samples to help ensure proper use  
Manual, import, and integration options

Repurpose or Discard

Analyze

Retrieve

Maximize sample ROI

Consent

- ✓ Modern IT Architecture
- ✓ Cloud-based (AWS)
- ✓ Search: Ad hoc, Save, Share
- ✓ Reports: Ad hoc, Save, Customize, Export
- ✓ Dashboards: Built-in and Customizable options
- ✓ Integration with automated freezers, instruments and software
- ✓ Compliant with HIPPA, GMP, GLP, and GDPR; CAP and ISBER Best Practices for Biobanking



# FREEZERPRO DEMO

# COMPETITIVE INFO

# 03

# Feedback from Prospective Customers – Harder to use, Higher cost, Reliance on Vendor



## FreezerWorks

- Typically 10-20X cost of FreezerPro
- Not User Friendly
- Rely on Vendor to make configuration or form changes, some not allowed



## Benchling\*

- Inventory Management not 21 CFR 11 Compliant
- Higher cost than FreezerPro
- \*Note FreezerPro can integrate with their ELN









## Quartzy

- Lack of visual interface
- No storage tree hierarchy
- Better for supplies



# FreezerPro Competitive Evaluation (FY22)



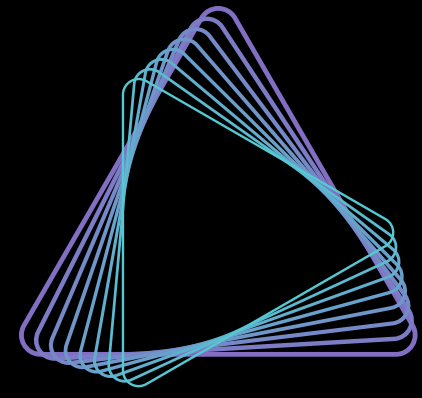
Company	Market Position	Competitive Positioning
	1?	<ul style="list-style-type: none"> <li>• LIMS submarket – freezer inventory</li> <li>• Sales win 50-70% of demos</li> <li>• Tend to lose customers not to this category, but to more fully featured LIMS</li> <li>• Leads are by SEO + word of mouth – not possible to estimate market size by sales win/loss</li> <li>• Strengths: Ease of use, flexibility, human-friendly box icon view</li> <li>• <b>Weakness: Mobile/Touch Support</b></li> </ul>
	<1	<ul style="list-style-type: none"> <li>• Compete with: FreezerWorks Summit and below</li> <li>• One-time market leader</li> <li>• Have picked up a number of former FreezerWorks customers</li> <li>• No cloud option</li> <li>• <b>Weakness: Older windows client/server UI</b> → FreezerWorks 2021 includes updated WebUI, BoxView similar to FreezerPro</li> </ul>
	<1	<ul style="list-style-type: none"> <li>• UK-based competition</li> <li>• Simplified, modern-looking UI</li> <li>• <b>Weakness: No HIPAA support</b></li> </ul>
	~	<ul style="list-style-type: none"> <li>• Compete with: Express level</li> <li>• Not often mentioned by customers wanting an FP demo</li> </ul>
	~	<ul style="list-style-type: none"> <li>• Compete with: Titian Freezer Management</li> <li>• Not often mentioned by customers wanting an FP demo</li> </ul>
	~	<ul style="list-style-type: none"> <li>• Lab inventory management, free tier for academics</li> <li>• Underneath: A purchasing platform with inventory management capability (10M products)</li> </ul>



# Key Takeaways



- 01 Quick and Easy to implement, Low cost
- 02 Short Sales Cycle, see quick impact/results
- 03 Minimal IT involvement
- 04 Manage Manual and Automated Storage

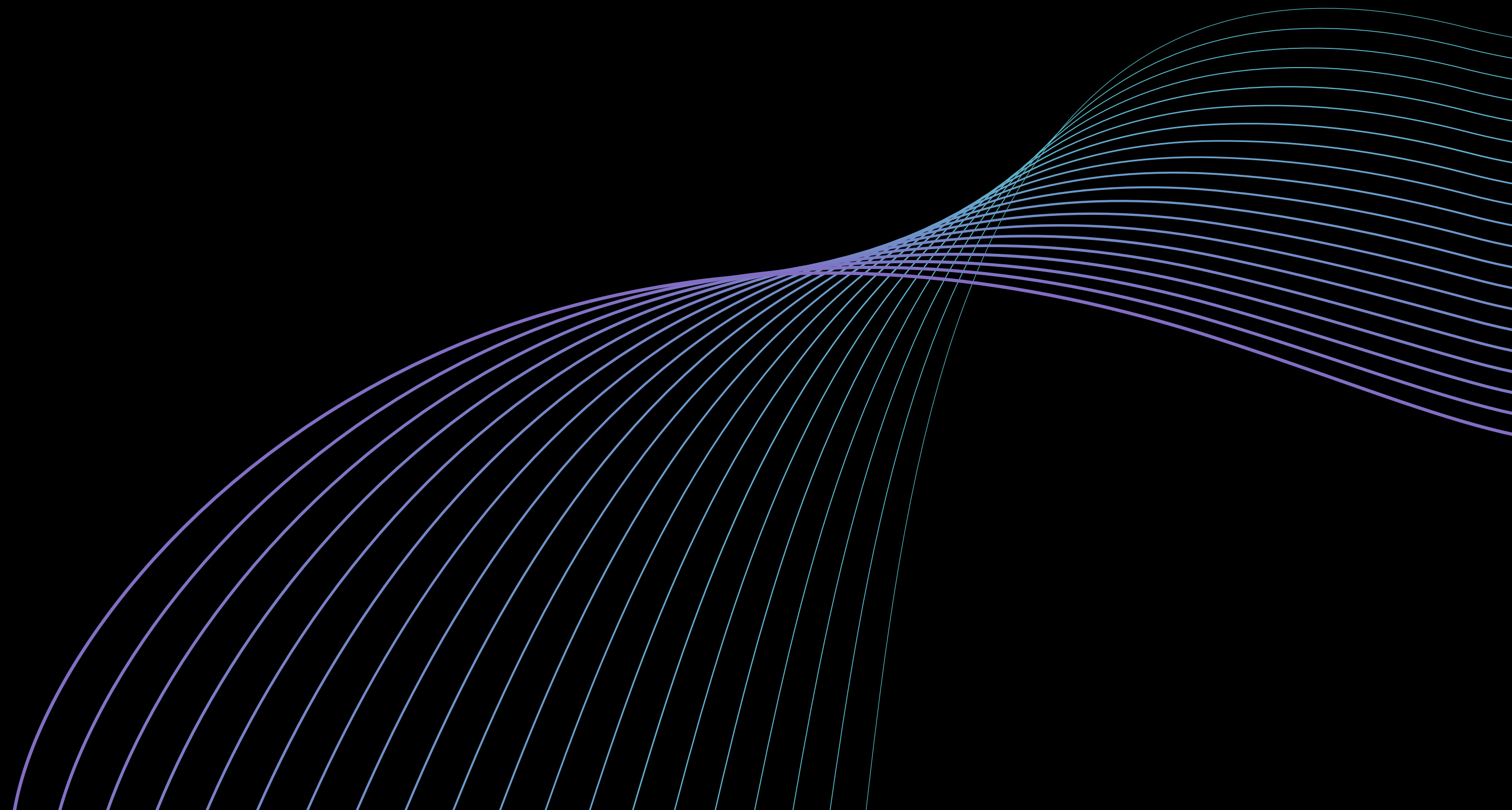


**AZENTA**  
LIFE SCIENCES



**PARTNERS  
IN SUCCESS**

**Thank you!**



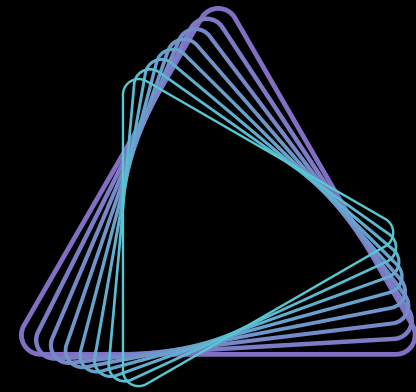
# RACKING SYSTEMS, BAGS, CASSETTES, & FRAMES



# LN2 SUPPLY SYSTEMS

\*No slides, delivered as part of hands-on training

07

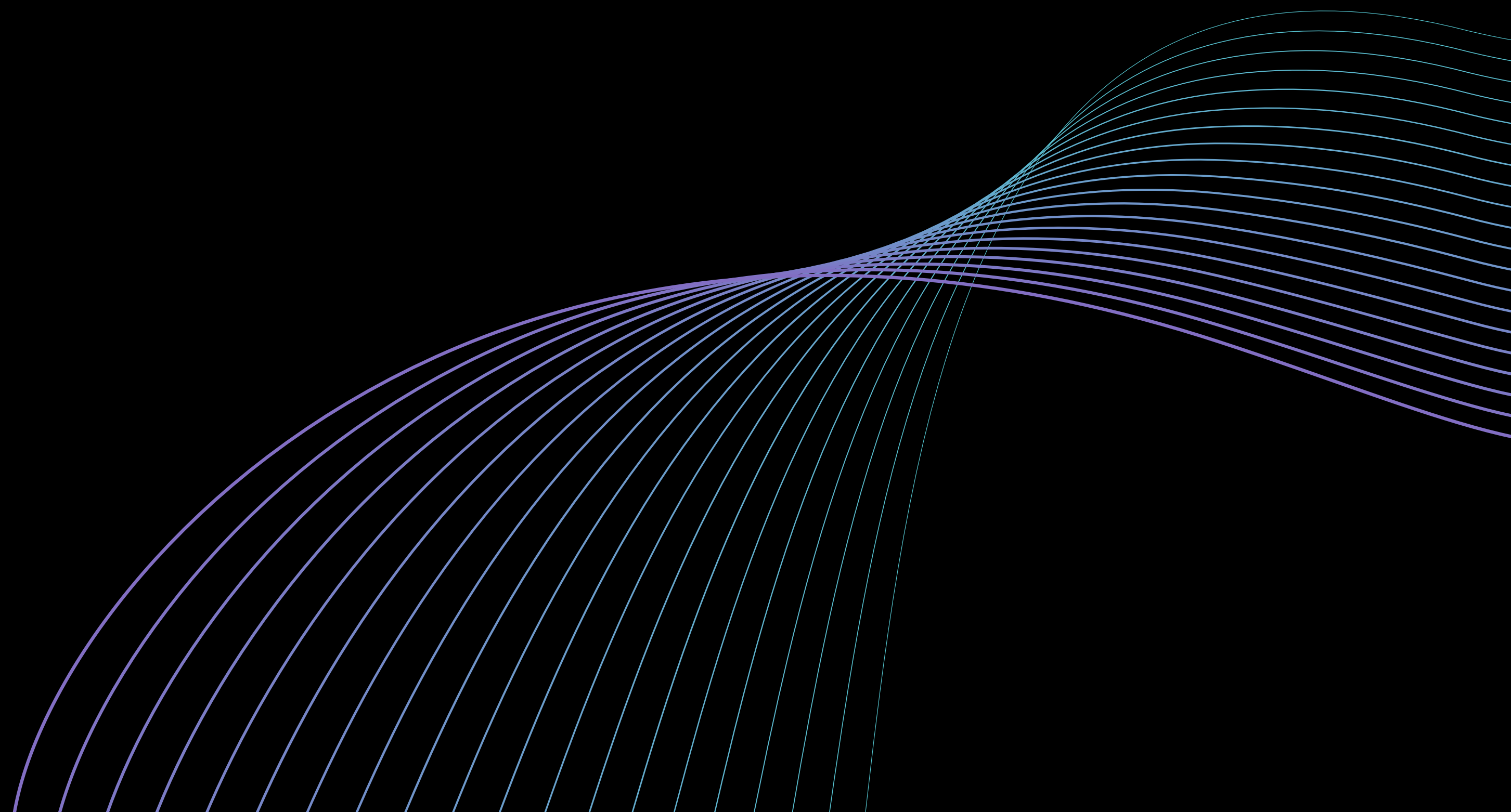


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LIFE SCIENCES



**PARTNERS  
IN SUCCESS**

**Thank you!**





# APPENDIX

# 04



# FREEZERPRO CUSTOMER TYPES LEAD QUALIFICATION

# Key Features



- User friendly / Intuitive, quick implementation– no wait time to get started.
- Ease of Data Accessibility and Sharing
- Full audit trail, GLP, CFR 11, easy to configure to FDA standards, HIPAA Compliance, HTA (UK based regulation)

## Value of FreezerPro

- Protect Sample integrity - location centric environment helps users find what they're looking for quickly without opening the Freezer
- Cost effective, limited resources needed to manage, Opportunity to save tens of thousands of dollars in preventing lost samples
- Time savings on locating samples – advanced searching and reporting



# Who do we sell to?



FreezerPro can fit the needs of any customer tracking samples.

From small academia and startups to large pharma.

- Small Customers (Less than 3 Licenses) – Academia, Startups, Small Research Labs
- Mid Size Customers (3 – 10 Licenses) – Therapeutics, Mid-Pharma, -ologics/omics
- Enterprise and Large Customers (10+ Licenses) – Large Pharma, Biotech, Government, Clinical

## Customer Personas

- Lab Manager, Lab Supervisor
- Operations Manager, Director of Lab Operations
- Research Associate, Research Scientist
- Supervisor/Director, Clinical Studies
- Associate Professor, Research

# Characteristics of Customer Types



- Labs looking for automation
- Location centric issues – having to hold open their storage unit to look for samples/inventory
- Multi- site awareness of inventory located in one centralized place = e.g. multi sites at Abbvie – utilizing one environment to locate samples although sites are located in various geographic locations – utilize user groups to limit access
- Easy implementation – users who need something right away that is ready out of the box for them to configure
- Intuitive – lab members ease of use, smaller labs that need something intuitive to start working out of right away

# Customer Pain Points



- Resource Constraints – IT, Admins, Budget,
- Lack of Sample Ownership – manual and excel processes not kept up to date, unorganized, lack of physical inventory, turnover can cause decreased data accessibility, data not integrated across in house systems
- Security and access concerns – for the environment and across groups who may not be sharing samples
- Lengthy process to locate samples, sample integrity at risk, lack of reporting structures on current inventory, need for unique identifiers
- User adoption to change while increasing automation in workflows to save time and money

# How do we qualify leads?



Question	Common Replies/Buzzwords
What system are they currently using?	Paper, Excel, Home grown, LIMS
Do they any trouble with tracking their inventory?	Yes, human error keeping things up to date
Who decision maker? (larger customers etc.) Who might feel left out if not attending the session?	Small Customers – Lab Manager or PI Mid Size and Large Customers – Lab Manager/Director, IT Teams
What is your timeline?	
Would a Trial be helpful to gain buy in from your team?	Yes, we have a 14-day Trial
Has a budget been established?	Typically, no, in evaluation phase getting prices

# Common Queries/Objections



Question	Common Replies
How many samples can FreezerPro store?	Up to 1 Million on the database, can exceed with an external Database (Oracle recommended)
What is the licensing model?	Concurrent Licensing
Is it compatible with Excel?	Yes, Import/Export with Excel
Does it work with SSO?	Yes
How is data backed up?	Nightly at 1am, saves the previous 5 days, can change cadence with Support Help
Where are the servers of the backup? <b>@DN same</b>	Data Centers exist in New York, San Francisco, Toronto, Frankfurt, Amsterdam, Singapore, London
How is data stored – on premise overview vs cloud	<p>On Premise – Virtual Machine player on an internal server at customer location, managed by local IT</p> <p>Cloud – Virtual Machine Player on a Data Center with our Hosting Provider, managed by FreezerPro Support Team</p>

# Common Queries/Objections



Question	Common Replies
Cost of system? –	Low cost of deployment both time wise and budget. Cloud Hosted is a Subscription, On Premise is a One-time purchase with optional Support Subscription
Does FreezerPro have integration capabilities to other systems?	API available to our customers for their resources to work out integrations, we provide an API Guide
Barcode and Labeling Compatability?	Customers can utilize current barcoding system, print bar codes directly from FP, utilize bar code scanners and rack scanners from multiple manufacturers – FluidX is most optimized
Do we offer Training?	We can provide a complimentary demo to Customers, if Training is desired, we can charge a fee and present all aspects of FreezerPro. More of a show and tell than hands on.