



**INDUSTRY:** Healthcare & Life Sciences

**HEADQUARTERS:** Ipswich, MA

“

LogMeIn helped turn NEB's connected vision into reality and deliver an offering that brings us much closer to our customers.”

—KEN GRADY,  
CIO of NEB



# New England Biolabs

## CHALLENGE

Molecular biologists go through a lot of trial and error before their experiments succeed. The faster they can move research forward, the faster they can get to ‘eureka.’ New England Biolabs (NEB) understands this intimately.

“Science isn’t ‘9 to 5.’ It happens on its own schedule,” said Ken Grady, CIO of NEB. “To make sure customers always have what they need, we need visibility into their work stream.”

But NEB didn’t have that. The company provided scientists with what Grady calls “dumb freezers” containing NEB enzymes and related products, typically stored in warehouses for security purposes. To get a product, the scientist had to leave the lab, go to their warehouse and, if it was out of stock, reorder and wait. Not only could this slow down the researcher’s process, because NEB didn’t have insight into who was using what and when, it was hard to anticipate needs and to sell complementary products.

## SOLUTION

NEB tracked customer purchasing history in Salesforce.com, but it wanted a more personalized understanding of each scientist’s usage. “We had a vision for a connected, interactive freezer that could help us become incredibly responsive to customer needs,” Grady noted.

The company worked with LogMeIn to turn that vision into reality. According to Grady, “LogMeIn understood better than anyone how to design and build a connected solution that leveraged Salesforce to achieve our business goals. Rather than approach this from an inventory perspective, they helped us attack it from a sales and customer perspective.”

The flexibility and robust capabilities of LogMeIn’s Xively Cloud Services platform were also compelling. “Not all the data our freezers collect needs to be transmitted all the time,” Grady explained. “With Xively’s Quality of Service capabilities, we can easily manage when we get which data, so we can focus on the info that matters most.”

LogMeIn built the connected freezer application using Heroku and integrated it with Salesforce Sales Cloud and Service Cloud. In just 100 days, NEB was able to deliver secure Internet of Things (IoT)-connected freezers that can reside in scientists’ labs instead of warehouses.

## BENEFITS:

- Detailed usage profiling drives customer intimacy and satisfaction
- Instant product availability and optimized supply chain with just-in-time re-stocking
- Incremental product up-sell, cross-sell through highly-relevant marketing
- Optimized service chain with predictive maintenance and proactive repair
- Researcher usage analysis drives future product roadmap



## RESULTS

### • Detailed usage profiling drives customer intimacy and satisfaction

With its new-found intelligence, NEB gets closer to customers and helps them reach their goals faster. “Our on-site, selfservice freezers can save researchers days. And every day saved is a day closer to understanding how disease works and life evolves,” Grady said.



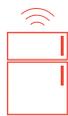
### • Instant product availability and optimized supply chain with just-in time re-stocking

NEB’s real-time view into freezer shelf space enables it to optimize inventory. “Customers only pay for what they use. By keeping freezers stocked with what we know they need, we’re making it exceedingly convenient to access—and purchase—more product,” said Grady.



### • Incremental product up-sell, cross-sell through highly relevant marketing

NEB can now personalize campaigns. For instance, if a scientist regularly uses NEB’s DNA tools for cloning, but not the cells to grow them, it can execute individualized campaigns promoting the cell lines. Or if data reveals customers are combining NEB products in unexpected ways, NEB can create new bundled offerings.



### • Optimized service chain with predictive maintenance and proactive repair

Freezers can be remotely monitored for signs of failure and, through Salesforce.com Service Cloud integration, the service chain can be automatically triggered, speeding fixes and avoiding product loss.



### • Researcher usage analysis drives future product roadmap

By knowing exactly when scientists check out which products, NEB can better understand the type of research they’re doing and modify existing products or create new ones that aid the process. “The ability to tie product development so closely to the customer just wasn’t possible before,” Grady said.