

# GENEWIZ Outsourcing Services Institutional Partnership Program



**Solid Science. Superior Service.**

# DNA Sequencing Partners to Fuel Your Success

Institutions whose success depends on significant life science research achievements, including pharmaceutical, biotechnology, academic and government organizations, are under intense pressure to do more with less. Outsourcing rule-based DNA projects to GENEWIZ via an Institutional Partnership and focusing internal resources on thought-based projects presents just such an opportunity to “do more with less.”

## What's Driving the Change to Partnerships?

Automated DNA sequencing technologies and efficient commercial providers have changed the DNA sequencing paradigm. Just as oligo synthesis services shifted from institutional core facilities to commercial companies, DNA sequencing is now following the same path. Enterprises increasingly prefer that Sanger DNA sequencing is managed by GENEWIZ.

## Improving Focus, Efficiency, and Performance

Working together as partners frees our Institutional Partnership Program customers to clearly focus on those strategic research initiatives that will fuel their future success. Our customers report many benefits from their GENEWIZ IPP's – here are several that may apply to your institution.



## Benefits of GENEWIZ Institutional Partnerships ... as Reported by Clients

*“It is prudent that we spend our limited resources on unique in-house services and outsource mature technologies to outside providers, who can do the same job at the same or better quality, price, and speed.”*

*“We saved on indirect costs: electricity, heating, the costs of the space such as insurance, and other overheads associated with running the sequencing core facility. These indirect costs are not covered by NIH grant money, and must be paid for entirely from the University's main operating budget.”*

*“We do not have to invest in expensive new equipment for the Center, such as upgraded sequencing machines, which can run \$100,000 - \$350,000 each. Eliminating the maintenance contracts saved \$30,000 annually per sequencer.”*

*“Staff was freed up to focus on proteomics and other complex projects.”*

*“Lab space is precious and we were able to gain new labs after partnering with GENEWIZ. The sequencing machines will be converted and dedicated for genotyping in the Genotyping Center.”*



# What is GENEWIZ's Institutional Partnership Program (IPP)?

An IPP endorses GENEWIZ as the official provider of DNA sequencing services. IPP's are easily established at the institution level, and also occur at the department or core facility levels. Following an assessment of your goals, volumes, types of services in use, and discussions with your team, the GENEWIZ IPP proposal is developed and accepted.

GENEWIZ assists with your transition, working together to coordinate purchasing support, communication to researchers, website integration, drop box/courier information, introductions to the GENEWIZ team, account set-up, and training.

## Types of IPP Services

Your GENEWIZ IPP can include a full or partial selection from the GENEWIZ suite of DNA services, to fit your needs.

DNA sequencing services include:

- Standard DNA Sequencing
- Sequencing from Bacteria and Phage
- Confirmatory Sequencing
- Proprietary Protocols for GC-rich and Hairpin Structures
- Primer Walking
- GLP & CLIA Sequencing

## IPP Features

- Discounted prices
- Free shipping via courier pickup / onsite drop box
- Punch-out to GENEWIZ on-line system, if desired



## GENEWIZ DNA Services Suite



## GENEWIZ DNA Sequencing Services

### Molecular Biology

- Gene Synthesis
- Plasmid Preparation
- Site-directed Mutagenesis
- Cloning

### Genomic Services

- Fragment Analysis
- Mutation Analysis
- SNP Discovery Sequencing

### CLIA DNA Sequencing

### GLP Level Services

- DNA Sequencing
- Molecular Biology
- Genomic Services



## Confidentiality

GENEWIZ safeguards your confidential information; we understand the importance of intellectual property protection and have implemented strict policies for your protection.

# Choosing the Right Partner: GENEWIZ

Outsourcing is a strategic decision. Acceptance by stakeholders and realizing the performance and cost-containment you expect relies on proven factors that only GENEWIZ has in place.

**Selected by 25+ leadership organizations in academia, pharmaceutical, and biotechnology industries, GENEWIZ is the pioneer and partner of choice for outsourced DNA services ...**



## You Can Trust GENEWIZ's Experience & Performance

- ✓ Respected industry leader and innovator
- ✓ Decade-long outsourcing track record
- ✓ State-of-the-art laboratories - local, national and international
- ✓ Award-winning technical support & project management
- ✓ Redundant laboratories, equipment, telecommunications, and IT infrastructure
- ✓ Rigorous GLP-compliant Quality System
- ✓ Expertise with workflow design and process optimization
- ✓ Superior delivery platform accommodates individual tubes to high-throughput
- ✓ Defined processes for transition and ongoing management
- ✓ Single point of accountability

## Benefits of GENEWIZ IPP

Many major research institutes/universities in the US and global pharmaceutical companies have chosen to partner with GENEWIZ on Sanger sequencing. The reported benefits include:

- **Freeing up technical staff to focus on complex technologies**
- **Freeing up precious lab space**
- **Time savings for researchers due to faster and more reliable services from GENEWIZ**
- **Cost savings for institution by eliminating expensive equipment and reagent costs**
- **Cost savings for researchers due to economy of scale at GENEWIZ**
- **Access to specialized expertise to tackle sequencing challenges**
- **Access to value-add IT infrastructure**
- **Eliminating customer service and administrative bottlenecks**



# Industry Leader in Sanger DNA Sequencing Services

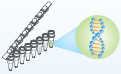
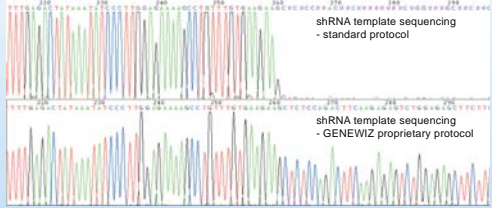



GENEWIZ IPP's offer a full spectrum of DNA sequencing services, which can be combined with gene synthesis, molecular biology and genomic services to meet your institutional DNA service needs.

## Keys to Success: Solid Science, Proven Support, Online LIMS, and Customer-Centric Culture

GENEWIZ is accountable for all the work we do. We have a customized Laboratory Information Management Systems (LIMS) at [www.genewiz.com](http://www.genewiz.com) to integrate and track sequencing orders, laboratory workflow, data analysis, and data retrieval for DNA sequencing and related files. This informatics investment eliminates overflowing email boxes for our customers. Researchers appreciate the flexible, convenient online access to their results any time, any place.

Approachable, knowledgeable technical support is key to a successful outsourcing partnership. GENEWIZ's dedicated award-winning Technical Support team is staffed with multiple PhD's, available to advise and assist from 8AM to 8PM Eastern, Monday – Friday. We welcome interaction with our customers and cultivate a positive, problem-solving culture. Our unparalleled customer service is well-respected in the industry.

### Spectrum of Services

Plasmid Sequencing PCR Product Sequencing		<h4>Proprietary Protocols for Difficult Templates</h4> <p>shRNA: Standard Sequencing vs GENEWIZ Proprietary Protocol</p> 
Direct Bacterial Colony Sequencing Direct Phage Plaques Sequencing		
High-throughput Sequencing		
Direct Glycerol Stock Sequencing Direct Phage Supernatant Sequencing		
<small>Note: See our website: <a href="http://www.genewiz.com">www.genewiz.com</a> for full DNA Sequencing Service descriptions</small>		

2006

F R O S T & S U L L I V A N

Growth Strategy Leadership Award

"GENEWIZ, Inc. is the 2006 Growth Strategy Leadership award recipient in the U.S. Sequencing Services Markets for its **high quality services and unparalleled support**. GENEWIZ's sequencing services have received unprecedented acceptance from the foremost researchers who are conducting the most cutting-edge genomic studies."

# GENEWIZ



GENEWIZ is a global contract research organization (CRO), specializing in DNA sequencing, gene synthesis, molecular biology, and genomic services. GENEWIZ supports research institutions through solid science and superior service, allowing clients to improve focus, efficiency and performance.

State-of-the-art facilities include one of the largest installations of 3730xl DNA sequencers, automatic liquid handling systems, colony picking stations and our proprietary Laboratory Information Management System (LIMS). GENEWIZ's highly-experienced technical teams effectively design and implement scalable robust laboratory processes to meet research institutions' DNA sequencing and related outsourcing needs.

As the recipient of the Industry Best Practices Award for Growth Strategy Leadership, GENEWIZ was cited for "high quality services and unparalleled support".



GENEWIZ Headquarters & Laboratory  
South Plainfield, NJ

GENEWIZ Boston Laboratory  
Boston, MA

GENEWIZ Maryland Laboratory  
Germantown, MD

GENEWIZ San Diego Laboratory  
La Jolla, CA

GENEWIZ China  
Beijing, China

Sales & Technical Support  
dnaseq@genewiz.com  
1-877-GENEWIZ (436-3949) (toll free)

[www.genewiz.com](http://www.genewiz.com)