

## CASE STUDY

How a small DNA tech company increased lab supply order volume by 545% while saving 2,900 labor hours

### Introduction

A startup DNA-based technology company using a freemium lab management solution quickly outgrew its limited number of available PunchOuts. Due to their low GMV, new vendors viewed them as risky and subsequently offered items at unfavorable payment terms and full list price. Invoicing was manual and disorganized, resulting in unpaid invoices that further aggravated vendor relationships. Growth was not possible without a partner to provide access to a wider pool of lab supply vendors offering the same terms and pricing as bigger players. Partnering with ZAGENO early on solved these problems and more.

### Key facts



#### Client

DNA-based digital data storage and computation company located in Boston, MA



#### Challenges

Limited lab supply PunchOut options | Unfavorable payment terms, noncompetitive pricing, and chaotic invoicing process



#### Solution

Partner with ZAGENO early on to resolve invoicing issues, provide access to thousands of vendors, save time through automation, and support growth



#### Results

Through lab supply purchasing automation, enabled 545% order volume growth and increased vendor pool to 123. Achieved labor savings of 2,915 hours and \$237,000 in one year.

### Challenges

#### PunchOut options inadequate

Supply orders primarily limited to one global distributor

#### Viewed as risky by new suppliers

Could not get net 30 payment terms. Forced to pay list price, via credit card.

#### Lost, unpaid invoices due to manual process

Only some invoices made it to the freemium platform, while others slipped through the cracks

#### Growing team needed quick onboarding

Team grew rapidly and experienced attrition. Needed an easy-to-learn platform

## Solution

Automate the lab supply ordering process and put the company on a level purchasing playing field with larger competitors by replacing their freemium lab management solution with the ZAGENO marketplace.

The one-person **operations** team needed a solution that would empower the scientists to become ordering users.

**Finance** needed a solution to facilitate better payment terms and pricing.

**Scientists** needed a time-saving solution that would give them instant access to a greater pool of qualified suppliers from which to order *all* of their supplies.

More than just a platform, ZAGENO quickly became a trusted advisor, supporting the client as they grew.

## Results

Immediately, ZAGENO's customer service team helped resolve the client's outstanding lab supply invoices. The client began placing lab supply purchases through ZAGENO, to undeniable results:



**\$237,000** in labor savings in 2023 (31% of spend)



**2,915 hours** saved in 2023 due to process automation and ZAGENO's white glove customer service team



**Number of lab supply vendors** used increased from **30** to **123**



**545% increase in order volume** in 3 years



Number of **ordering users** increased from **2** to **16**

## ZAGENO, in the words of the client

"In my previous company I was the sole person in charge of procurement. I was setting up all the vendors. I was placing all the orders from all the vendors and managing all of that on my own. **I understand the benefits of the [ZAGENO] platform firsthand and the scientists doing the ordering saw immediate improvement** to their ordering processes."

-- Operations Manager

### Are your researchers outgrowing your PunchOuts?

Get in touch with ZAGENO and find out how to give your team the gift of scientific choice plus scalable, streamlined, self-service lab supply purchasing.



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