

Report Brochure

Free Dataset

Supplier Profiles

Brand Scorecards

Life Science Instrumentation: Brand Performance

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COMPANIES IN THE REPORT



AB SCIEX (DANAHER)
AFFYMETRIX
AGILENT TECHNOLOGIES
BD BIOSCIENCES
BECKMAN COULTER (DANAHER)
BIO-RAD LABORATORIES
BRUKER DALTONICS
EMD MILLIPORE
EPPENDORF
GE HEALTHCARE SCIENCES

ILLUMINA
LEICA MICROASYSYMS (DANAHER)
LIFE TECHNOLOGIES
MOLECULAR DEVICES (DANAHER)
PERKINELMER
QIAGEN
ROCHE APPLIED SCIENCE
THERMO SCIENTIFIC
ZEISS

KEY Findings

Performance ranks # 1

Ease-of-use ranks #2 with Industrials

Value ranks #2 with Academics

Delivery guarantee ranks #10

Purchase Drivers Ranked

Rank	Academic (n=1,025)	Industrial (n=342)
1	Performance	Performance
2	Value for price paid	Ease-of-use
3	Ease-of-use	Usability
4	Usability	Value for price paid
5	Level of innovation	
6	Technical support for product	
7	Compatibility with other products	
8	Information	
9	Availability	
10	Delivery guarantee	

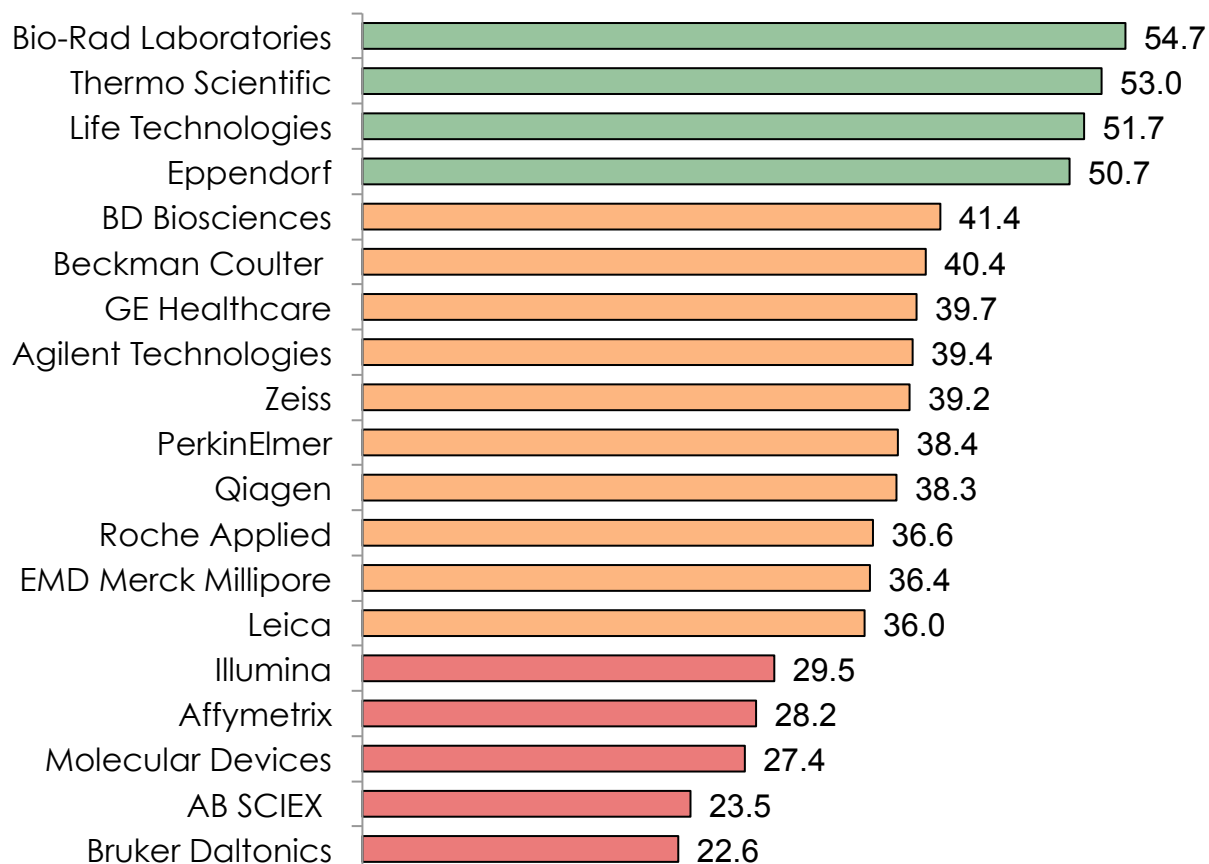
BRAND STRENGTH INCLUDES:

UNAIDED AWARENESS

USAGE

WILLINGNESS TO RECOMMEND

Life Science Instrument Brand Strength



WHY BUY?

U R IN THE REPORT

WHY BUY?

BENCHMARK UR BRAND

WHY BUY?

GET THE DATASET FREE UNTIL 9/18

PICK ONE.

MORE INFO

BUY NOW

REPORT BROCHURE