



BRUKER @ UKMRM

Service & Lifecycle Support Division: Customer Centric Process Improvements

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Agenda

01 Initiatives for Customer Success - Overview

05 Connected Services

02 Details about Improvements

03 Sustainability with Integrity – Helium Solutions

04 Predictive Maintenance & Remote Service Diagnostics - Connexus[®]

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Initiatives for Customer Success - **Overview**



Continuous Services Innovation | Starting From a Unique Customer Support Base

Market position achieved over many years is combined with continuous innovation of the service organization & processes (focus of upcoming slides)

- Exceptional MR portfolio (e.g. DNP, UHF, different type of cryoprobes) and performance at high product quality and reliability
- Dedicated and passionate field service engineer organization that is always going the extra mile
- Customer service team distributed across local entities enabling global coverage with close customer proximity
 - About 20 MR-dedicated field service engineers alone in UK & Ireland
 - Growth of the global field service org by 10% per year in 2023 & 2024
- Manufacturing operations based in Europe (DE/CH/FR) offering fast access to 2nd level support incl. on site
 - Global 2nd level support from >50 experts, with extensive technology and field experience
 - Access to 3rd level support via R&D experts in the factories
 - Access to application scientist teams (DE/CH/FR/UK/ ...)
- Global Bruker MR research community with huge opportunities for scientific exchange

Initiatives for Customer Success



Customer Information:

- Customer portal
- Customer communication: e.g. repair, service appointment, site & installation planning

Customer Experience (CX):

- CX monitoring (NPS)
- Transactional Service (customer satisfaction) surveys (after repair, after install, after visit)
- Deep dives on NPS results



Service Appointments:

- Proactive scheduling of maintenance appointments
- Global and regional optimized service planning
- Site & installation planning through dedicated teams
- EMEA: Growth in team size



Repair Process:

- Return process
- One Service Return Center
- Workflow improvements
- Local Repair Center extension and enablement: US & FR
- Constant improvement in logistical support



Parts Availability:

- Service parts fast channel
- Critical parts sourcing
- Extension of the global loaner pool
- End Of Production (EOP), End Of Service (EOS): [Product End Of Life | Bruker](#); All dates are listed on our Bruker webpage

Bruker BioSpin Solutions | Supporting Sustainability



Helium Recovery & Liquefaction
Sustainable Innovation in line with the Circular Economy



Connected Services
Supporting lab efficiency and effectiveness for economical operation



LabScape Lifecycle Services
Comprehensive service models for uptime, performance and longevity



Ecommerce
Sustainable procurement of consumables, parts & services, software renewals, trainings



Digital and Remote Service
Proactive and predictive service ensuring operational continuity



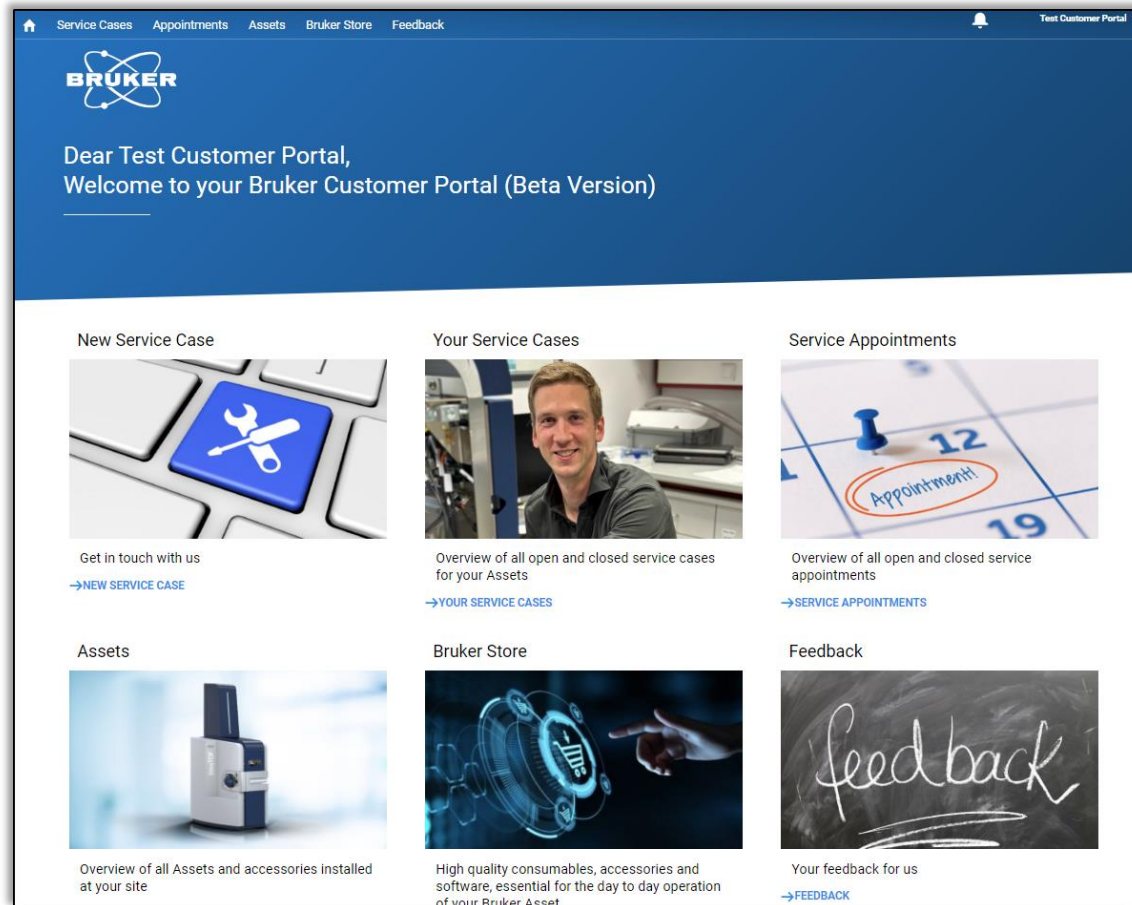
Pre-owned systems Business
Viable, sustainable business model for refurbishment and resale of owned parts & systems



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Details about Improvements

Accessing Your Information | Your Customer Portal



Through the customer portal, customers will be able to:

- View their assets
- Create & view service and application cases
- Communicate with Bruker on a specific case
- View service appointments
- Review and request to change their data
- Access the Bruker Store

Next-Steps:

- Beta-test with selected customers (started Feb 2024)
- Adding further beta customers in 2 waves is currently ongoing
- Collect additional requirements based on customer feedback to implement them in Q2-Q4
- External benchmark to derive further improvement ideas completed
- Further expansion to customer base

Improving Return Process | **One Return Address for Europe**

Investment into new European Service Return Center in Ettlingen



- Building finalized in December 2023 (<https://www.youtube.com/watch?v=QR0J6WFHfX8>)
- State-of-art warehouse management system and Kardex storage location
- All cross-functional interfaces defined and staff trained
- Investments in resources/ staff
 - Sr. Manager Global Service Processes
 - Return Center Logistics Admin
 - Repair Coordinator for EMEA
 - Manager Digitalization in Service



Improving Repair Process | One Service Repair Center Europe

Investments into infrastructure, equipment and know-how / trainings

- Local repair center in Wissembourg, FR
 - 120 probes repaired in 2023 with a target of >200 probes/ year in the future
 - New staff hired
 - Repair of liquid probes, iProbes and basic repairs on solid probes possible
 - Faster repair times & direct shipment to customer
 - Efficient logistics connection to European return center in Ettlingen
 - iProbe train the trainer
- Complementing factory repair process
- New equipment and investment in building

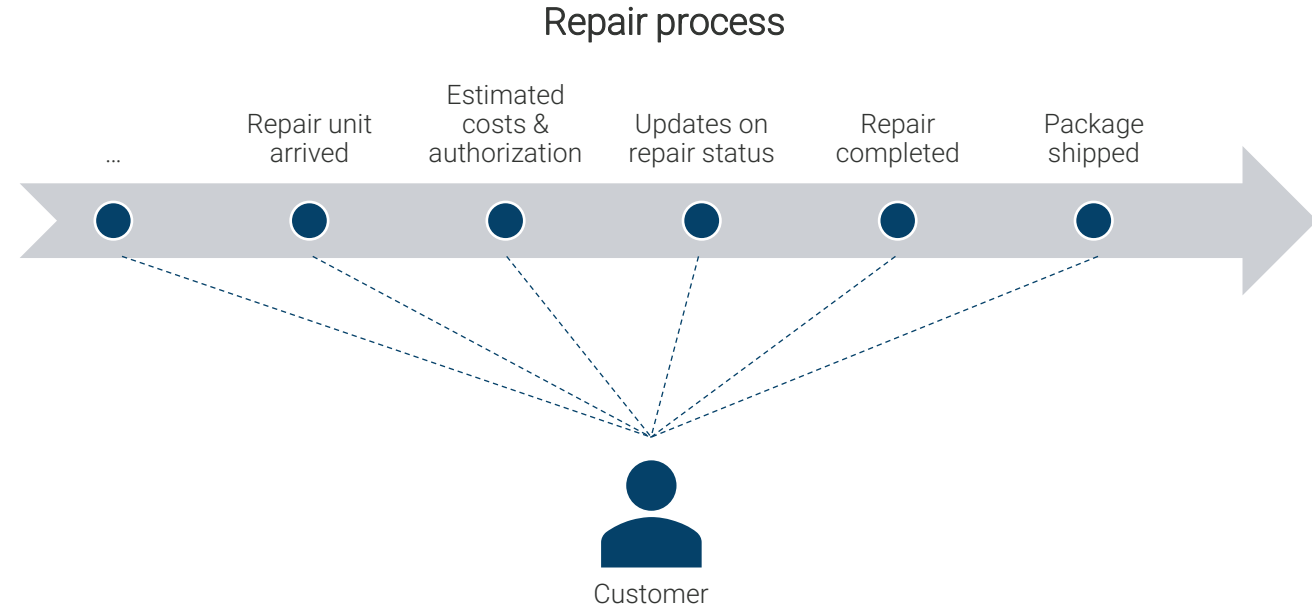




- Implemented -

Pro-active Customer Repair Communication

- Unified repair communication for both service repair center and factory repairs
- Standard communication templates available
- Regular customer updates
- Local language and salutation is applied to enable high quality communication (no automation)



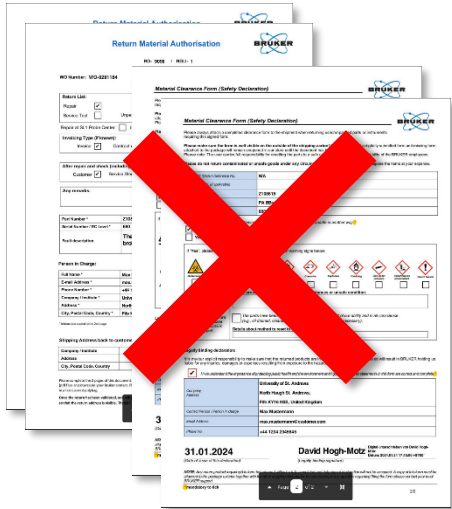
Customer benefits

- ✓ Frequent updates on repair status
- ✓ Better plannability when to expect the return of the unit

New Return Order Workflows & Material Clearance Process is Automated | Reduced Workload

- Implemented -

Manually filled Return Material Authorization (RMA) & Material Clearance Forms (MCF)



Updated workflows in SFDC

Process WO

Please choose action from list below:

- New Consumed Product
- Update all Consumed Products**
- Start Return Order Process
- Update all Work Order Line Items
- Request Asset/Part Return**

Modified „Update Consumed Products“ workflow for exchange parts (e.g. return of maintenance parts)

Process WO

Selected Parts Usage: **Exchanged**

Consumed Product: **CP 0239148**

Product Name: **PL BBO 40051 BRF-H-D-05 Z R/N 210618**

Return Information: **N/A**

Decommission / Clearance Form required: **N/A**

*Consumed Serial Number:

*Replaced Product:

*Replaced Serial Number:

*Problem description of replaced part:

The screwdriver blade associated with motor 3 was found to be broken. ATM initialization could not complete due to this.

Return part regardless of usage

New „Parts Return“ workflow for parts without replacement (e.g. failed customer probe for repair)

Process WO

Product name: **PH011 JHC 2 PH LCSH120UL**

*Reason for Return:

Repair

Customer repair or dealer repair

Looser Return

Part no longer needed part to be returned for usage

Scrap

Part no longer needed part to be returned for scrap

Upgrade

Part to be returned will be upgraded or modified

*Full Description:

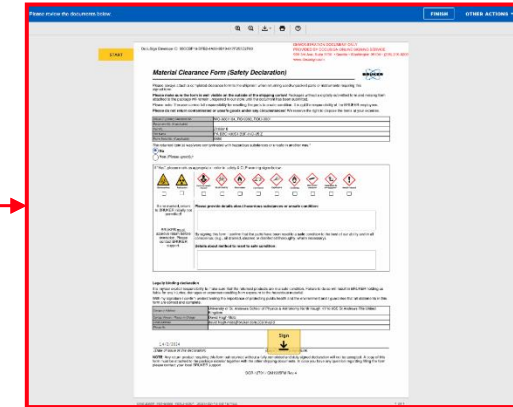
*After response / repair send back to:

Customer

Apply Work Order charge category: **OK**

Remarks:

Digital Material Clearance using DocuSign



New ROLI Report replacing former RMA document



Customer benefits

- ✓ No paper forms need to be signed anymore
- ✓ Immediate in-person signing on the Field Service Engineer's mobile device possible

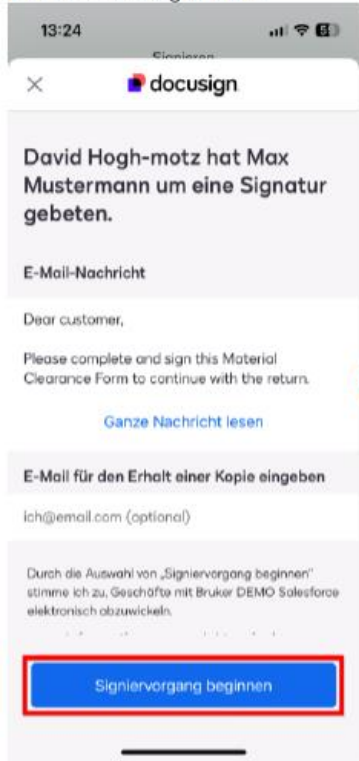
Bruker benefits

- ✓ No paper forms to be manually filled and uploaded anymore
- ✓ Material Clearance Forms automatically created, sent to the customer and attached to Return Order after signature
- ✓ Better traceability of missing MCFs (customer signed)
- ✓ No more missing or incorrectly filled RMA documents
- ✓ No more missing MCFs

DocuSign Solution Enables Customers to Digitally Sign the Material Clearance Form | **Faster Process**

- Implemented -

This screen will pop up. Handover to the customer. Press „start signature“.



Customer to fill in the MCF. Press signature button.



Customer to sign.



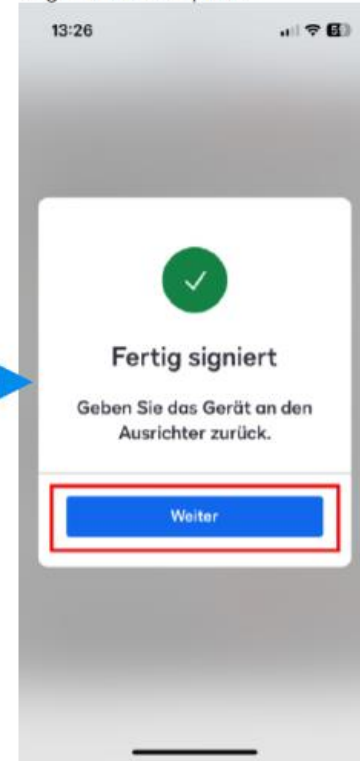
Once signature is added, press „complete“.



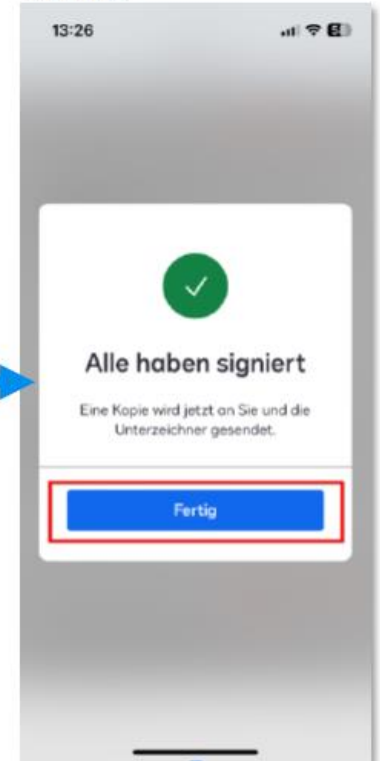
Confirm signature.



Signature complete.



Material clearance complete. Customer will receive a copy via email.



Signed MCFs will be automatically uploaded to the RO



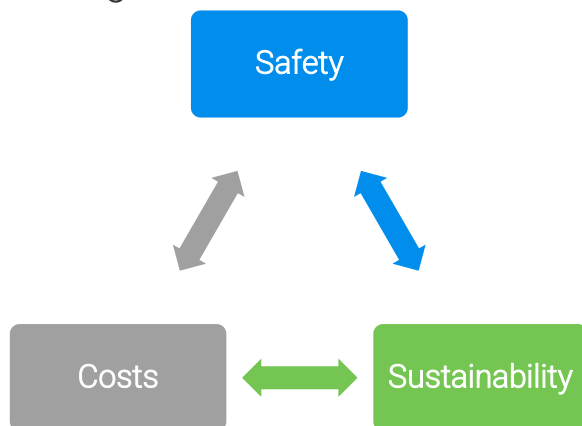
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Sustainability with Integrity – Helium Solutions

Responding to Customer Needs | HelioSmart Portfolio

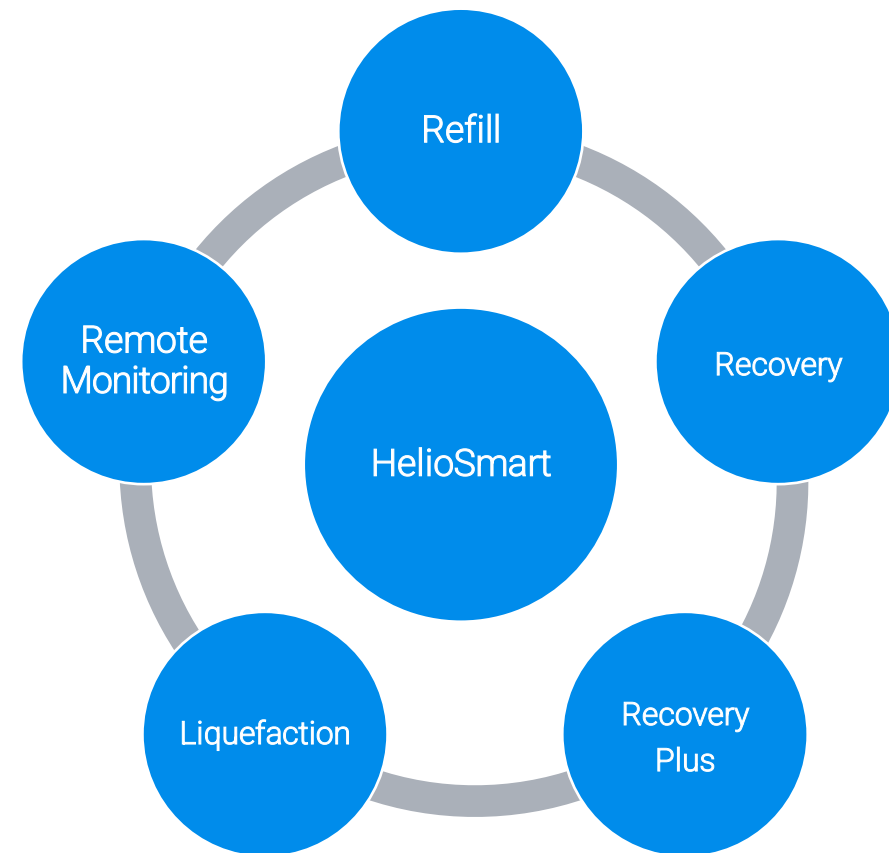
Personalized solutions depending on:

- Evaporated helium volume
- Access to liquefaction facilities
- Alternative use of Helium gas
- Energy and Helium cost
- Collected Helium gas collected re-liquefied in situ, off site or re-used as a gas



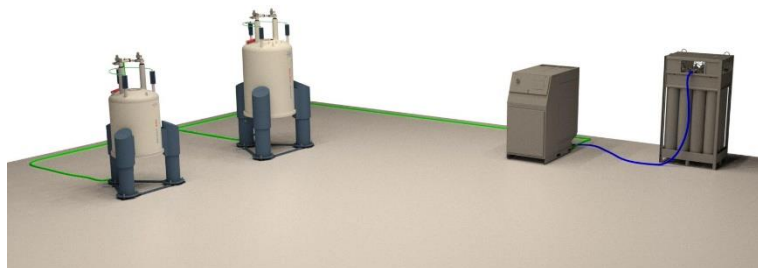
How Bruker supports the customers:

- Comprehensive consulting for optimized lab solutions
- Magnet Remote Monitoring and Refill Planning Tools
- Validated solutions for magnet safety
- Bruker Cryogenics specialists
- Access to NMR magnet technology expertise
- Installation by Bruker service teams
- Turn-key Helium solutions fully integrated with NMR lab environment



Solutions for Helium Recovery & Liquefaction | HelioSmart Products

HelioSmart Recovery

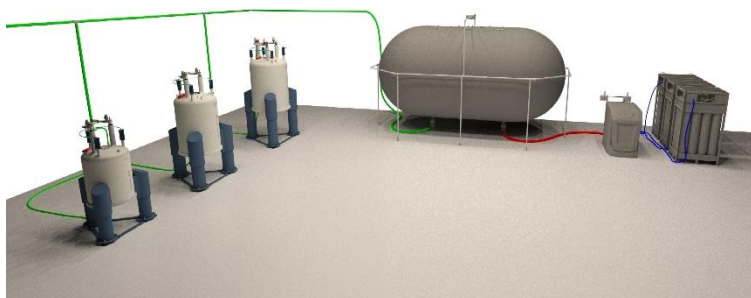


Collects helium losses from NMR magnets during **steady-state** and compresses them into high-pressure gas cylinders.

Typical recovery rate of 80 %

Max. annual helium equivalent consumption per unit of 1,200 l

HelioSmart RecoveryPlus

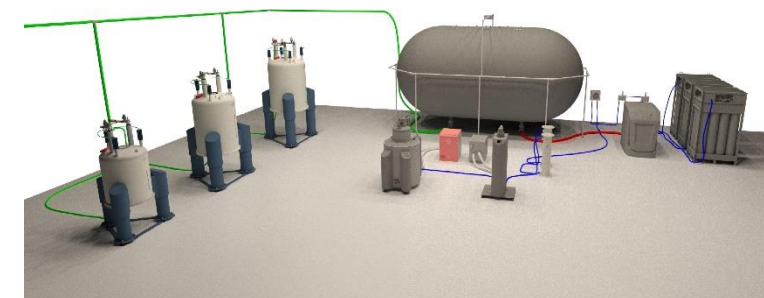


Collects helium losses from NMR magnets during **steady-state and liquid helium refills**, compressing them into high-pressure gas cylinders.

Typical recovery rate > 95 %

Max. annual helium equivalent consumption per unit of 18,000 l

HelioSmart Liquefaction



Collects helium losses from NMR magnets during **steady-state and liquid helium refills**, purifies and liquefies helium for reuse in a closed cycle.

Typical recovery rate > 95 %

Max. annual helium equivalent consumption per unit of 9,000 l

Very Strong Market Demand | Track Record of Successful Installations

HelioSmart Liquefaction

- Bruker factory sites in 2024: Wissembourg, Fällanden, Ettlingen, Billerica
- Univ Basel (CH) with 5 magnets up to 900 MHz – finished 09/2023
- To be installed in 2024: Pfizer Groton (US) with 26 magnets up to 700 MHz and Boehringer Ingelheim in Germany with 10 magnets up to 800 MHz



HelioSmart Liquefaction @ Univ. Basel (CH)

HelioSmart RecoveryPlus

- First installation in 2024 at Neurospin (France)

HelioSmart Recovery

- 25 units ordered
- 11 successful installations
- 5 installations planned in 2024



HelioSmart Recovery @ Merck Darmstadt (DE)



HelioSmart Recovery @ RWTH Aachen (DE)



HelioSmart Recovery @ Uni. Caen (FR)



HelioSmart Recovery @ Univ. South Carolina (US)



HelioSmart Recovery @ Univ. Würzburg (DE)



HelioSmart Recovery @ Univ. Chemnitz (DE)



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Predictive Maintenance & Remote Service Diagnostics - Connexus[®]

Remote Service | Sustainable Products

Remote Support



- Easy & fast contact
- Bruker proficient service team is ready to address inquiries and troubleshoot issues avoiding unnecessary on-site visits



LabScape ProDiagnose



- Link your systems with the Bruker Cloud application
- Empower yourself to monitor and supervise systems independently, anytime and anywhere



LabScape ProSupport



Enable Bruker to

- Monitor and supervise your systems and ..
- Provide timely, remote, proactive assistance to ensure minimal disruption to your operations

Remote Service Products | **Benefits**



Save unnecessary on-site visits



Save time and money with faster remote diagnostic and troubleshooting



Get your **systems' status overview** at a glance whether they are in the same room or from different buildings or sites, anywhere, anytime



Actively identify system **configuration** and **performance** changes



Optimize instrument **uptime**



When combined with **AutoCalibrate**, keep a close eye on your console and probe status to enhance data quality



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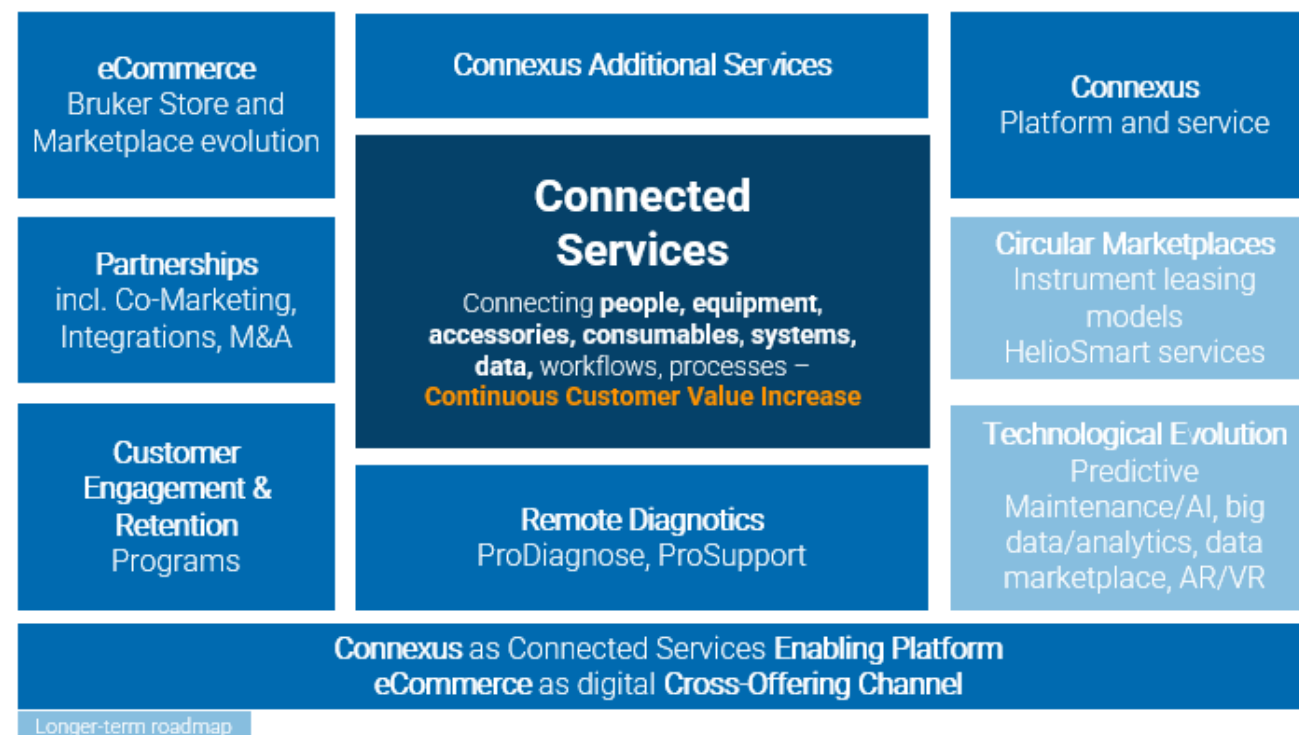
Connected Services



Connected Services Ecosystem | Building Blocks

- Synergies **Connexus** as a platform and future **additional services**
- **Connexus** Service Providers buying lab supplies in **Bruker Store**
- **Third-Party** cooperation partners in **Bruker Store** and **Connexus**
- Offering **Remote Diagnostics** products in **Bruker Store**
- Promoting **Remote Diagnostics** on **Connexus**

Connexus®, next to LabScape the second key Services and Aftermarket pillar will be positioned to cover all **connected and future digital service offerings**, further supporting our customers' digital transformation.



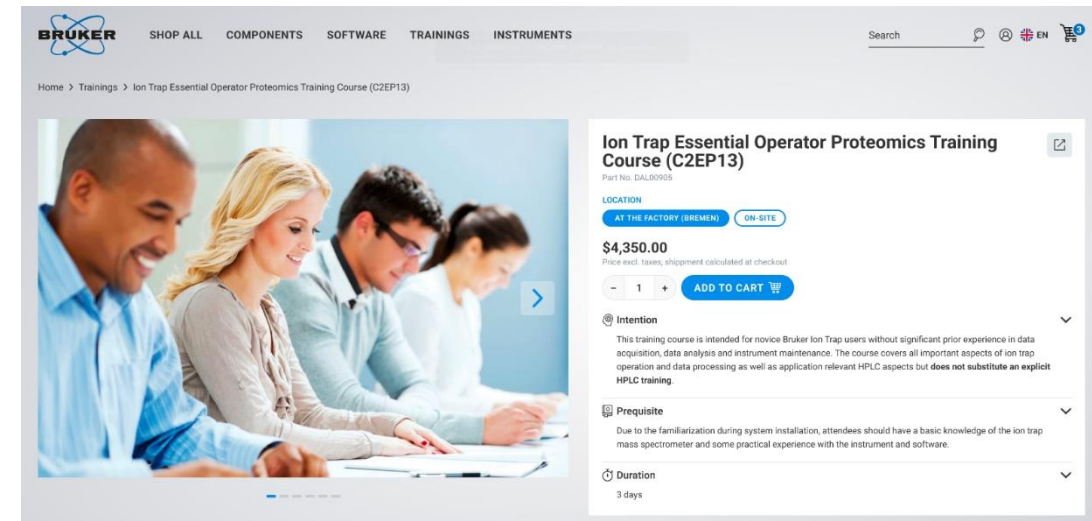
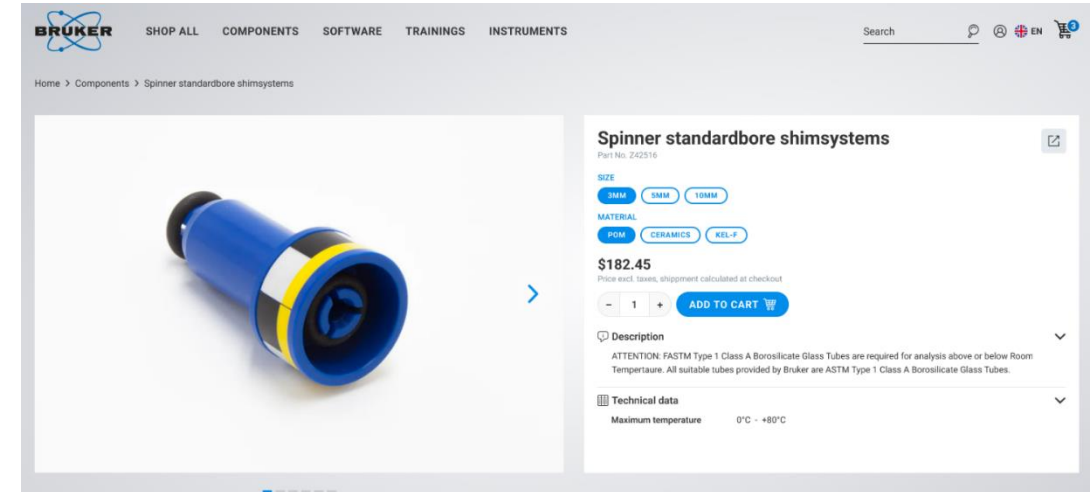
Connexus® | NMR Capacity-Sharing Cloud Platform

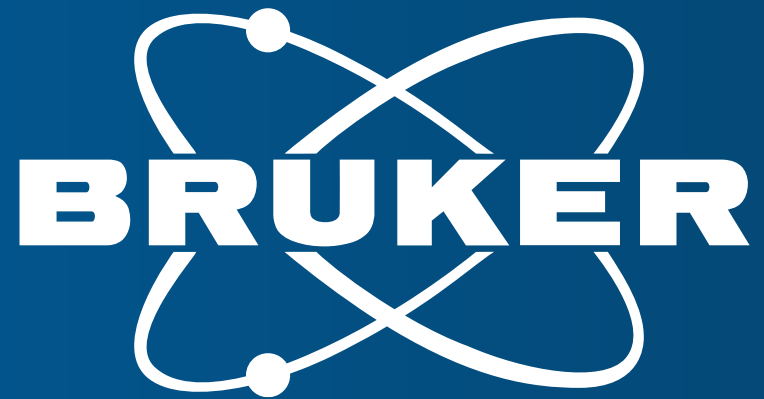
- Enables customers requiring advanced NMR analysis techniques to connect to laboratories with the necessary capacity.
 - Plays a key role in the connected services ecosystem as an enabling platform for digital services and connectivity.
 - Aims to add value to the research consultancy network
 - Outlook: extension to additional analytical technologies and specialized services and business models
-
- <https://www.bruker.com/en/services/connexus.html>
 - <https://www.azom.com/article.aspx?ArticleID=23123>
 - <https://www.science-entrepreneur.com/blog-posts/revolutionizing-nmr-access-the-bruker-biospin-connexus-platform>



eCommerce | Making It Easy For Customers to Purchase for their Labs

- Relaunch of the One Bruker eCommerce platform in April 2023 as part of Bruker digital strategy
- Consumables and accessories and other aftermarket products, as well as training courses, software licenses and other intangibles from Bruker AXS, BioSpin, Daltonics, Optics
- Continuous portfolio expansion and customer experience improvement
- Regular promotions offered throughout the year





Innovation with Integrity