



***Clarity. Vision. Enlightenment.***

# TECHNOLOGY IMPROVEMENTS

## Introducing Atrium Research and Consulting

- a place to help provide clarity, vision and enlightenment for your technology management challenges. Created by experienced professionals, Atrium understands that technology alone does not improve operational effectiveness. Working with management, scientific, regulatory and technology stakeholders, Atrium turns challenges into opportunities through the alignment of systems with business goals. Atrium achieves this by uniquely combining industry knowledge and experience with business management and scientific expertise.

Atrium provides a suite of services to assist clients in determining strategy, business needs, functional requirements, process optimization, and solution determination.

Direction

Goals

## Management Consulting Services

Having a rapidly executed strategic plan that is well communicated throughout an organization is a key to success for high technology companies. Atrium Research and Consulting works with companies to formalize their strategy through a detailed decision-making process. This process, based on the technology adoption life-cycle model, provides organizations with the Clarity, Vision and Enlightenment they require for success in the market.

succeeded and why others have failed. Atrium also minimizes the possibility of selecting a system which will have a high life cycle cost due to deficiencies which are not clearly identified by the manufacturer.

- **Conserve time.** Through its independence and leadership, Atrium can keep a project on-track and on-course. Atrium can provide the required expertise when internal resources are allocated elsewhere.

- **Conserve energy.** Many professionals are doing the equivalent of two or three jobs already within their organizations. Atrium enables temporary staff extension.

- **Protect your long-term investment.** Through its experience and process, Atrium can help select the proper solution from the maze of vendor offerings.

- **Manage suppliers.** Atrium streamlines the interaction with technology suppliers, permitting internal resources to be focused on project resource requirements.

- **Objective viewpoint.** Atrium has an objective viewpoint, separate from the departmental divisions that sometimes exist in organizations or individual preferences of potential solution candidates.

- **Affordable.** Versus the big consulting organizations that focus on continually engaging the customer over many years, Atrium focuses on quickly and affordably achieving project success.

## Services

### Marketing Research Services

Atrium Research and Consulting provides research services designed to acquire the facts to make proper business decisions. Both qualitative and quantitative market analysis services are provided for capturing market requirements, statistics and the Voice of the Customer for both established and emerging companies. Deep dives can also be performed on specific vendors and vendor offerings for independent supplier audits, purchasing decisions or for acquisition due diligence.

### IT Consulting Services

Atrium acts as a trusted partner and advisor to its clients, providing a range of IT consulting services needed to complete projects on-time, on-target and under budget. Atrium's focus is to assist clients to make strategic, business and technology decisions before making investments in vendor solutions. Through the Clarity, Vision and Enlightenment™ (CVE) process, the alignment of project success criteria with the business strategy and objectives assures the best return on technology investment.

## Our Advantages

- **Experience.** Atrium has the technology, business management and scientific experience needed for informed decision-making.

- **Conserve money.** By working with recognized industry experts, an organization can avoid the costs associated with trial and error. Companies gain from the experience and knowledge of why some organizations have

## Advantages

SOLUTION SUCCESS



## Our Process

### Our IT Consulting Process

The core of Atrium's IT methodology is the Clarity, Vision and Enlightenment™ (CVE) process. Before embarking on any informatics project, it is necessary to understand the strategy of the business, the project goals, the benefits of the proposed project, and the alignment of those benefits to the strategy. However, it is not atypical for a laboratory informatics project to begin without clear strategy alignment, causing delays and wasted expense and resources. The CVE process is designed to help organizations clarify their strategy and deliverables, create a vision of technology and process improvements that will benefit the organization, and select the solution that supplies the best return on investment.

The *Clarity* gate assesses the strategic direction of the organization and outlines the goals and deliverables of the project through a series of interviews and research. In this phase, a feasibility study and business analysis determines the merits of moving forward as well as measurement criteria for determining project success. Process maps of the current work flow highlight specific opportunities of improvement in information bottlenecks, process variability or areas of regulatory concern that limit an organization to meet its strategic objectives.

The *Vision* gate delivers a road map in technology and process improvements that meet the success criteria of the project. Gaps in current infrastructure and process are analyzed for potential solution candidates. The functional requirements of the proposed solution, project and business process optimization plans, resource requirements and projected costs are developed for review and approval by the project team and senior management.

The *Enlightenment* gate determines the best overall solution by analyzing and selecting systems that best meet the project's critical success factors. A gap analysis is performed between the functional specifications and vendor offering, highlighting potential areas of customization and tailoring.

By working with a network of integration partners, Atrium can recommend experienced implementation consultants who offer best-in-class scientific informatics integration and post-purchase project management expertise.

CONSERVE  
PROTECT

MANAGE

## Our Company

Atrium Research and Consulting was founded on the premise that organizations need facts, strategy and planning to effectively implement technology solutions. This philosophy was developed over the 20+ years of scientific informatics and business experience of Michael Elliott, the principal of Atrium. He observed companies who achieved the highest return on investment on technology solutions were those that implemented a research, strategy and planning process before purchasing vendor solutions or executing in the market. These best practice organizations applied the necessary resources required to make this planning effective. Since many organizations today do not have the resources or in-house expertise to implement such a process, Atrium was formed to assist them in improving their business effectiveness through technology adoption and process optimization.

Mr. Elliott's technology career began as a laboratory information and automation technical consultant at the Perkin-Elmer

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Corporation (PE), the largest analytical instrument company and market leader in laboratory information management systems (LIMS), in 1983. His career progressed into positions that included LIMS sales, IT project manager, director of US operations, vice president of worldwide marketing and product management, and division vice president and general manager. In 2000, he joined one of the largest suppliers of scientific knowledge management and laboratory automation software as vice president responsible for worldwide sales, marketing, product management and customer support. He has been quoted for his expertise in numerous publications such as *Business Week*, *Pharmaceutical Technology*, *Drug Discovery and Development*, *Scientific Computing and Instrumentation*, *Analytical Chemistry*, *Instrument Business Outlook*, *G.I.T.*, and *Chemical and Engineering News*. He has presented at conferences, events and seminars in 20 countries and has multiple papers published on laboratory informatics.