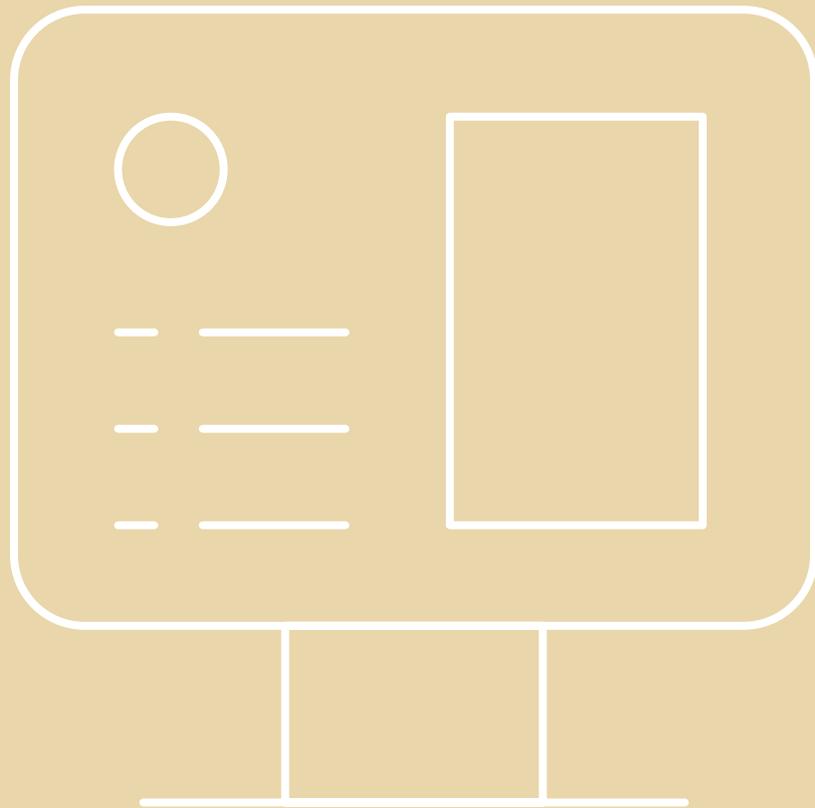


# The Four Myths of Adopting a New Informatics Solution



**Benchling**

How Benchling makes  
the switch easy

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# Making the Switch

Science has evolved. The data solutions powering life sciences R&D should too.

Today's life science labs operate quite differently from the labs of even a decade ago. Datasets are larger, teams are multidisciplinary, and projects are more complex. For companies that want to stay ahead of the competition and make faster, data-driven decisions, the only path forward lies in embracing a cloud-based digital transformation. But there's a perception that switching software systems is hard. It might take too long. It might disrupt everyone's workflows. And teams might resist the change. These are common expectations of enterprise leaders that have been ingrained by years of working with legacy vendors. But switching to new software that adds value to your organization can be smooth, efficient, and even enjoyable. This is possible with Benchling.

Benchling is changing the game with faster implementations, seamless integrations, and stellar adoption rates. Our industry-leading Life Sciences R&D Cloud provides a universal source of truth for the entire R&D lifecycle—built to adapt to the needs of every team.

With Benchling, you can painlessly realize the benefits of next-generation cloud computing for your R&D organization.

**Easy Integration**

Smoothing the implementation process with seamless data migration and easy-to-navigate datasets

**Codeless Configuration**

Giving individual teams precisely the functionality they need, while adapting to evolving processes

**Exceptional Change Management**

Partnering with customers to empower scientists and achieve time to value as quickly as possible

**A Single, Universal Source Of Truth**

Unifying teams on a shared solution to drive collaboration and continuity across the pipeline

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## Solution 1

# Easy Integration for Deep Data Insights

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Life Science Informatics Myth

## **Bringing a new system into our informatics ecosystem is prohibitively challenging.**

Switching to a new informatics system doesn't need to be challenging or wildly disruptive, but it's often perceived that way because legacy systems don't integrate well with other legacy systems, custom software, or lab instruments. This is partially because legacy software is built on outdated infrastructure and with inaccurate assumptions of how scientists and R&D organizations work.

In an attempt to centralize data, enterprises either connect disparate systems one-by-one, or build inhouse custom solutions, which are extremely expensive, complex, and time-consuming to maintain. As a result, data becomes siloed, preventing you from extracting meaningful R&D insights or collaborating efficiently between teams. Inevitably, you end up with a system that doesn't work as intended, breaks often, and is so difficult to use that scientists and managers will effectively ignore it.

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## The Benchling Difference

We've worked side-by-side with R&D organizations spanning diverse scientific disciplines to develop a software solution that can easily incorporate into and unify any life science workflow. This means that no matter how your existing informatics ecosystem is set up, Benchling will work the way that you do.

Through our open APIs and expert technical solution consultants, Benchling has the capability and expertise to integrate into an enterprise's complex ecosystem of software and hardware tools. We will guide you through it to make sure it happens as efficiently as possible.

Open APIs also enable swift data migration. Our technical solution consultants have handled data migrations from legacy systems, custom systems, and generic tools such as paper and Google Workspace.

Benchling enables enterprises to capture, unify, and access the full extent of their data from across systems, empowering them to track the entirety of their experimental workflows.

### **Benchling Stats**

Our industry-leading implementation team has developed best practices to deploy our solution for large, enterprise clients in as little as three months, vastly exceeding the industry's expectations set by legacy vendors.

## Solution 2

# Codeless Configuration to Meet Every Team's Needs

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Life Science Informatics Myth

## **Configuration and updates take a long time.**

Whether it's implementing custom builds or system updates, it can take months to years to make changes with legacy systems due to complex code, difficult-to-use interfaces, and the necessity to involve vendors when making changes.

What's more, legacy systems generally lack flexibility, limiting configuration capabilities to certain groups, applications, and use cases. This forces enterprises to devote precious time to suboptimal iterations and troubleshooting, all of which is completely avoidable with the right informatics solution.

## The Benchling Difference

With Benchling's codeless configuration and hands-on implementation specialists, you can easily adapt the system to meet the specific needs of every team throughout your R&D organization.

Build custom dashboards to reveal R&D insights unique to your organization's own data model.

After going live on Benchling, companies can make configuration updates in a simple, point-and-click interface. When researchers want to test a new process variant, they can set it up in minutes — without a single line of code. This enables Benchling to swiftly adapt to your processes, no matter how quickly they evolve.

### **Benchling Stats**

With our dedicated support team, intrasystem changes that would take legacy systems months to years take Benchling days to weeks.

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Solution 3

# Exceptional Change Management to Empower Scientists

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Life Science Informatics Myth

## **The new system will go unused.**

A big fear when adopting any new system is that the users simply won't want to use it. Often, users will remain loyal to a system, even if it doesn't function well, because it's what they know or because they fear that the new system will be even more difficult to use. This negative expectation is a result of both technical and change management issues.

Legacy software frequently lacks a user-friendly interface and requires non-intuitive code to enable essential capabilities. Adding to the issue is the tendency of legacy vendors to leave companies to figure out system-wide implementation, software updates, and compliance on their own, which can be technically and logistically daunting. Even with training, these systems can be frustratingly complex, making employees wary of using them.

## The Benchling Difference

Simply put, scientists love Benchling. When companies switch from a legacy system to Benchling, they find that scientists use Benchling 90% more than the previous system. Benchling achieves outstandingly high user adoption and user satisfaction for three key reasons: Our intuitive interface, our proven change management methodology, and our post-implementation customer success team.

The Benchling training processes make the transition to the cloud surprisingly easy and intuitive for scientists. Users get hands-on training and empathetic support from the Benchling team within a proven implementation framework, transforming passionate resisters into enthusiastic champions that can spark systemic adoption.

Even without formal training, Benchling is intuitive enough that new users and external collaborators can navigate the system on their own.

To learn more about our Enterprise Implementation Methodology, **read our full [whitepaper here](#)**.

### Benchling Stats

90% of scientists say that having the unified Benchling solution, rather than disparate legacy solutions, has improved their ability to find and maintain experimental and sample data.

## Solution 4

# A Single, Universal Source Of Truth

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Life Science Informatics Myth

## **Switching to a new system will cause data loss and confusion.**

There is nothing more frustrating than searching for your carefully collected data only to realize that it never made it into the right system or, worse, that it was somehow lost. It's common for informatics ecosystems to lack connectivity between discrete systems, requiring scientists to manually manipulate the data. This decreases productivity, increases the likelihood of errors, and eliminates traceability between data outputs (such as assay results) and upstream entities (such as sequences). In addition, this raises the concern that migrating to a new system will cause historical data to remain scattered and siloed.

## The Benchling Difference

Benchling fully connects the entire enterprise through a single platform, enabling transparency and traceability across R&D teams.

Scientists can trace the history of a sample from downstream assay results all the way back to upstream sequences. Equipped with complete experimental context, scientists can be more productive in their work and more confident in their decisions.

Benchling's APIs streamline the process of centralizing and standardizing data from disparate legacy systems, allowing you to unify your historical data for the first time.

### **Benchling Stats**

90% of scientists say that having the unified Benchling solution, rather than disparate legacy solutions, has improved their ability to find and maintain experimental and sample data.

# Defying Negative Expectations

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Cloud computing addresses the life sciences' challenge of keeping pace with ever-growing datasets and demands for faster iterations, while presenting opportunities to reduce time to market and achieve business continuity. But before reaping the benefits, companies first need to make the switch from legacy software to next-generation cloud-based solutions.

Adopting new software is a strategic process that is often necessary to maximize productivity, improve data-driven decision making, and streamline operational and experimental workflows. However, it's considered a daunting and risky effort due to the negative expectations of enterprise leaders that have worked with legacy vendors.

Benchling defies these expectations by truly working the way scientists work, providing an intuitive user interface, and employing a highly effective change management strategy.

Benchling is highly integratable into existing informatics ecosystems, simplifying both the migration process and the overall structure of our customers' data infrastructures. This shortens time-to-value and makes it easier for customers to base critical business decisions on comprehensive data.

Codeless configuration allows R&D teams to tailor Benchling to their unique workflows and quickly adapt it as workflows evolve.

Our hands-on, grassroots approach to adoption and sustained customer support minimizes user frustration and boosts user enthusiasm — transforming resistant scientists into Benchling champions.

By centralizing historical and future R&D data on a single, shared platform, Benchling unifies teams throughout the R&D lifecycle. Scientists can work with the complete experimental context behind every sample at their fingertips, vastly improving productivity and knowledge-sharing across teams.

Unlike legacy vendors, we deeply partner with our customers. End-users to directors will quickly get a response from our expert-level technical consultants, and we'll get in the weeds and work with you to troubleshoot and problem-solve to get you up and running as fast as possible.

Streamline your workflow. Explore data in new ways. Love the informatics tools you use.

Join over 200,000 scientists using Benchling to power life science R&D.

Request a Demo