

PRODUCT MARKETING CASE STUDY

Launching the DBS HighLighter 360 Autostainer



Global launch of a CE-marked IVD instrument for
pathology labs, Diagnostic BioSystems

Rinku Bhadra

Sole marketing lead - Diagnostic BioSystems

PRODUCT AND MARKET CONTEXT

A fully automated stainer entering a crowded category



Product: DBS HighLighter 360 Autostainer, a CE-marked IVD slide staining system that is fully automated, user friendly and reliable delivering high-quality cost-effective results consistently.

Customers: pathology labs worldwide, from pathologists and lab scientists to lab managers and administrators.

Intended use: consistent, reproducible staining that **supports cancer detection and diagnosis**. Pathologists use this for critical biomarker testing.

Competitive landscape

Direct competitors: Leica BOND and Agilent Dako.

Category leader: Roche Ventana.

**Roche was also our OEM partner so head-to-head positioning against Roche was off the table.

Where I started

No formal launch plan, no established product brand and no clear positioning. Almost negligible digital presence with just an email program via Constant Contact

CUSTOMER NEED

One instrument, two definitions of value

My approach: start with the customer, not the spec sheet. In conversations with pathologists and lab scientists, and distribution partners I found each stakeholder judged the instrument differently which influenced the buying decision.

THE PATHOLOGIST

Can I trust every slide?

Stain quality, workflow reliability and reproducibility, because diagnostic confidence depends on them.

THE LAB MANAGER AND ADMINISTRATOR

Does it pay off?

Operational efficiency and cost per slide, because they own the budget and the throughput.

POSITIONING AND MESSAGING

A two-level value proposition

Launch objectives

- Define a product identity and positioning
- Launch internationally through distributors
- Equip distributing partners with one consistent story
- Build market awareness and grow the customer base

FOR THE PATHOLOGIST

Performance and automation: consistent, reproducible staining in a reliable workflow.

FOR THE ADMINISTRATOR

Cost-per-slide economics: higher throughput and efficiency at a lower cost per slide.

Proof points in the messaging:

Flexible programming

Workflow standardization

Reproducibility

Throughput

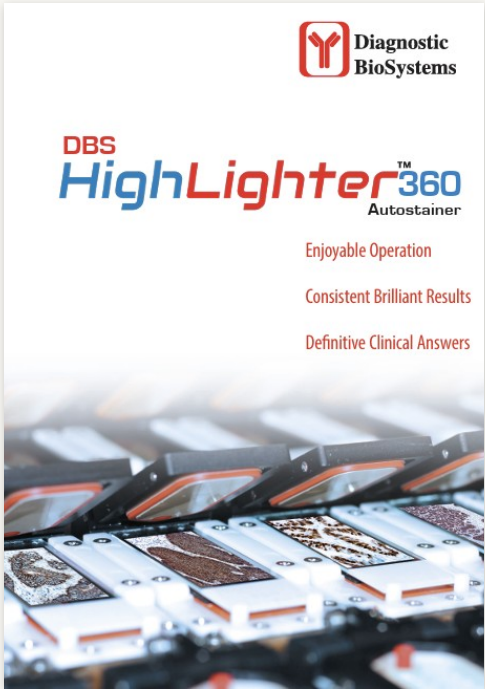


LAUNCH STRATEGY AND EXECUTION

What I owned, and what the team delivered

Go-to-market: a worldwide launch through our international distributor network, supported by website, social and digital promotion.

Workstream	Activities	Owner
Identity and messaging	Product identity, value proposition, messaging	Me (owned)
Website and email campaign	Launch website , Awareness email nurture program	Me (led)
Multichannel digital campaign	Organic social and digital campaigns in 3 platforms	Me, (led)
Technical documentation	Datasheets, blogs, flyers, brochure	Me, with R&D and Regulatory
Distributor enablement	Presentation decks, datasheets, flyers, brochures	Me, with input from Distributors
Claims review	Review of all customer-facing materials	Team: Regulatory/MLR
Selling in market	Customer meetings, demos and deals	Team: Distributors



COLLABORATION AND CHALLENGES

Five teams, two tough constraints

CROSS-FUNCTIONAL TEAM

R&D: validated specs and claims

Sales: field input, enablement needs

Technical: accurate documentation

Regulatory: claims review and approval

Distributors: local market launches

My role: coordinate all five, keep claims accurate, and hold the launch to budget and timeline.

1 · COMPETITIVE

The category leader was our OEM partner

MY DECISION

Compete on how each buyer defines value, not on features, and aim the story at Leica and Agilent, never at Roche.

2 · VISIBILITY

Almost negligible digital presence, limited resources

MY PLAN

Organic reach: SEO, email and content, plus teasers, fast Q&A and short video tutorials on Twitter, Facebook and LinkedIn.

10x

social media
followers increase

Day 1

sales beat all
targets

RESULTS AND LESSONS LEARNED

Launched worldwide, with a story that traveled

Performance against objectives

Objective	Outcome
Launch internationally	Launched worldwide through distributors
Grow customer base	First-day sales beat all targets; customer base grew significantly
Build awareness	Audience grew 10x in three months through organic digital
One consistent story	Distributors launched with one shared toolkit

What I learned

- 1. Positioning comes from how customers define value, not from having the most features.
- 2. Differentiate only where you can do it credibly.
- 3. Give Sales and channel partners the tools to tell one story in every market.

Where it is today: the DBS HighLighter 360 is now Diagnostic BioSystem’s **flagship instrument**, sold in **90+ countries today**, from about 66 countries at launch

Questions



Enjoyable Operation
Consistent Brilliant Results
Definitive Clinical Answers

 The Diagnostic BioSystems **HighLighter**TM
Fully Automated Slide Stainer

Offered for markets outside the US only

The image shows a laboratory setting with a HighLighter slide stainer. The machine is white with a blue interior and a red logo. It is processing several glass slides, which are visible in the foreground. The slides show various cellular structures stained in different colors. The background is a blurred laboratory environment.