

Expectation-Profile for Business Partner Search in Japan

Information on AGU:

The AGU Planungsgesellschaft für Automatisierungs- Gebäude- und Umwelttechnik mbH was founded in the year 1992. Our Industrial IT division produces multiple innovative Software products, one of which is the “Sm@rtline Data Cockpit”, or SDC in short. The SDC is a Middleware solution for laboratories in the Pharma and Biopharmaceutical industry that streamlines both Research & Development as well as Production with verified and modular Quality of Life functionalities. We are leading the field in this regard and are proud to include the biggest 25 Pharma companies amongst our partners.

Information on the SDC:

The Sm@rtline Data Cockpit is a locally installed, Server based Middleware solution. We offer it via a Modular Licensing Modell, allowing each customer the freedom to adapt their installation to their unique system and workflow.

In general, the SDC allows its user to connect their Lab equipment to a central user interface. From there, we strive to enable our users control and insight into all their equipment, regardless of manufacturer or device type. We currently support about 100 different device types, including Analyzers, Process Control Systems, and other devices essential to laboratory workflows.

Furthermore, the SDC can adapt and connect to preexisting IT structures in the customers network, providing a single interface for their previous systems and eliminating complicated integrations and their maintenance.

Our Licenses are sold in perpetuity, and we offer an annual Maintenance Contract for Support and software updates.

Goals for the Japanese Market:

We are just arriving on the Japanese Market. We are some ways into projects with existing customers, and plan to expand to more partners in the future.

Unfortunately, we’ve run into the language and cultural barrier. While not detrimental, we feel as though it is holding us back and, therefore, want to address the issue in these early stages.

Thus, we are looking to find a long-term Partner that can represent us in Japan. We are looking for someone who can mediate meetings and bridge cultural and language barriers but is also willing and looking to scale into more involved roles such as customers support and maybe even sales activities.

Other optional duties that could be scaled up to would include the mentioned service at 1st and 2nd level, live demonstrations and presentations, and aiding customers with installing the SDC or integrating new devices.

3rd level support and customer trainings are currently only issued from our offices in Germany, but, given enough training and experience, a potential partner could scale up to this level given enough experience and knowhow.

Concrete Requirements:

- Intercultural competency is a must, as are language skills in Japanese and English
 - German Language skills are a big bonus, but the lack thereof is not a dealbreaker.
- Prior knowledge of or interest in biopharma operations in R&D/production are of great use and will aid in learning the operations of the SDC.
- Beyond mediation and presentation tasks, knowledge about IT and network structures will be of use.
- The partner should either already be established in the Biopharma Industry or have an explicit wish to enter it.
- We are a medium-sized company and would strongly prefer to work with companies of similar or lesser size.

What We Offer:

- Entry into the Biopharma Industry. We have an established international Network of customers and are expanding further every day.
- Solidity within the Biopharma Industry. Many customers have declared us as their standard, offering consistency and stability.
- Trainings for our software as well as open communication
- Sales opportunities and Bonuses (subject to negotiation prior to a partner agreement)