



**For Immediate Release  
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## Genotypic Aims for 100 Percent On-Time Service Delivery to Customers With SAP® Business ByDesign™ Solution

*SaaS Offering from SAP Helps Innovate and Adopt Technology in the Life Science Sector*

**DELHI — July 15, 2010** — Bangalore-based Genotypic Technology, a genomics research and development (R&D) company applying ingenious approaches in biological research, now runs better with software from [SAP AG](#) (NYSE: SAP). Genotypic runs the SAP® Business ByDesign™ solution, comprehensive, fully integrated on-demand business software specifically designed for midsize companies. The solution enables customers to quickly and easily get started running an extensive set of end-to-end business processes while having the option to gradually deploy the full, integrated suite at their own pace.

With a wide portfolio of genomic services, including custom microarrays, next-generation sequencing (NGS), targeted resequencing, Microarray and NGS data analysis, bioinformatics Genotypic needed technology that allowed one-click availability of information for faster strategic decision-making, resulting in quicker service delivery and increased customer satisfaction. Complementing the company's requirements, SAP Business ByDesign proved to be an ideal fit that allowed enough customisation to fit Genotypic business objectives that were not matched by other vendors.

Genotypic expects benefits to be in the areas of organised information flow from field to production, as well as better and more efficient planning of procurement of materials, which would enable –on-time delivery of services to customers, allowing the management better control over processes and enabling decision-making due to the availability of real-time information.

“Constant innovation is the mantra at Genotypic, and we have a first-mover advantage to introducing new high throughput methods and increased acceptance of the technologies in the life science sector,” said Sudha Rao, PhD, vice president, Genotypic Technology Pvt. Ltd. “SAP Business ByDesign will enable us cater to the ever increasing applications of Genomics in Pharma and AgriBiotech across geographies, as well as help us with sophisticated analysis to gain 100 percent perfection to address new market opportunities with enhanced services to our customers.” -

Reiterating its commitment to on-demand business solutions and services, SAP recently introduced new customer-centric innovations in the [SAP Business ByDesign](#) solution. With the upcoming release users can run sophisticated analyses in real time with in-memory analytics, and take advantage of enhanced usability through customizable reports, forms and user-interfaces. Mobile workers can initiate business processes through

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support of mobile scenarios. In the process, customers have the choice of selecting a single or a multi-tenancy model that best fits their needs.

“With strong growth momentum, small and midsize enterprises today are looking for technology innovations that enable them to collaborate more effectively, make better decisions and improve their productivity,” said Heiko Mauersberg, Regional Head of Go-Market Program for SAP Business ByDesign in Asia Pacific and Japan, SAP. “In the coming weeks we will also make available the new starter packages for SAP Business ByDesign, customers will get going quickly with general business or customer management functionalities as offered in the preconfigured packages with streamlined deployment. Professional services firms like Genotypic get the key functionality needed to run their businesses and manage resources as well as projects. As business grows, users can expand the scope and turn on additional functionality that is built into our solution.”

SAP Business ByDesign is currently available and powering success for midsize charter clients in the [United States](#), [Germany](#), the United Kingdom, France, China and India. Further geographic expansion is planned for early 2011. More than 100 charter clients have opted for SAP Business ByDesign, and SAP is committed to increasing its customer base.

### **About Genotypic**

Genotypic is a Genomics service provider offering Microarray and NGS applications and ingenious combinations of both aiding research in Pharma, Biotech, Agri genomics and academic sectors. Genotypic's specialization lies in bridging the gap between the highthroughput technologies and real life applications. Genotypic is a certified Agilent Microarray Service provider and its service quality conforms to ISO 9001:2008 Standards. It strengthened its genomics portfolio through recent acquisition of illumina NGS sequencer GAIIX. For more information visit [www.genotypic.co.in](http://www.genotypic.co.in)

### **About SAP**

SAP is the world's leading provider of business software (\*), offering applications and services that enable companies of all sizes and in more than 25 industries to become best-run businesses. With more than 97,000 customers in over 120 countries, the company is listed on several exchanges, including the Frankfurt stock exchange and NYSE, under the symbol "SAP." For more information, visit [www.sap.com](http://www.sap.com).

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(\*) SAP defines business software as comprising enterprise resource planning, business intelligence, and related applications.

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