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QIAGEN unveils Workflow Configurator to simplify research work

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Researchers in the life sciences sector can find the best solutions to optimise experiments



German firm QIAGEN has launched the Workflow Configurator, enabling researchers in the life sciences to easily and quickly find the best solutions to optimise experiments.

Customers simply choose their application, biological starting material, analyte and analysis type. In seconds, the configurator sorts through hundreds of potential products to find the most suitable workflow and associated products. The Workflow Configurator offers the direct purchase and sales support.

The cloud-based application marks another milestone on QIAGEN's path to digitalising its product range. It allows customers to choose from a variety of products per workflow step, as well as save, share and purchase their bespoke product configuration.

Researchers in life sciences drive their experiments from sample to insight to test new theories or probe areas no one has looked at before. As a result, they need adaptable workflows and will benefit from the Workflow Configurator's ability to identify alternative lab products and many ways to integrate them with existing laboratory equipment.

The Workflow Configurator guides customers effortlessly through the QIAGEN portfolio and is integrated with My QIAGEN, the self-service customer portal of QIAGEN, and QIAGEN's Web Shop for a seamless experience that allows researchers to manage their various laboratory-related activities on one easy-to-use platform.