

Smiths Detection



Company information

- US
- Production US
- Employees: 5.000
- Revenue: \$2,5 BILLION USD

Market presence

- Global but:
- RESIDUAL FOR RAMAN HANDHELD
- Safety & Security
- Many technologies
- One of the few big players for Airport security, together with Nuctech

Raman portfolio

- ACE ID

Price Range

35-40 k €

Support/Warranty

- 1-2 years
- 24/7 Reach-back support. Local number, site

Positioning

- Low priority of Raman handheld. Even Smiths own sales forces admit not putting too much attention on the ACE-ID
- Within CBRN, one of the main players
- Good company reputation
- Several technologies; Very strong in FTIR particularly

SW/FW/libraries

- Target customers: S&S / CBRN
- Libraries: N, E, H, CWA
- Updates/upgrades (Libraries, FW, SW): free & unlimited

Weaknesses

- Very weak performance
- Poor resolution: 11cm-1
- Very weak laser power output: Less than 100mW
- High price, considering their poor performance
- Limited entries per libraries
- Rigid ergonomics
- Limited and rigid accessories. Only point-&-shoot approach
- No flexible 90° free turning adaptor
- NO SERS
- Only IP53
- Mixtures: No more than 2 substances

Strengths

Strong market presence

Small and very portable

Well rugged / robustness

ORS (Orbital Raster Scan)

Serstech's response

→ True, but only as company; not for their Raman solution: they do not prioritize their own device. They're mainly focused on Hazmat Elite.

→ We are also small and portable

→ We have the same certifications for ruggedness and better IP levels (IP53 versus IP67)

→ Their ORS doesn't really help them improving their performance, especially since they have such a low laser power output and poor resolution

How Serstech wins

- Size, weight, price
- Much better performance
- Simplicity (both sampling and GUI)
- Flexibility of accessories
- SERS kit
- Upgrades, updates, future improvements

- Having SERSTECH as a company: Easier to reach Better and faster support Fully focused on Raman We're not arrogant towards users

Notes:

Smiths Detection – ACE-ID



Positioning

- Smiths only handheld Raman solution
- Low priority of Raman handheld. Even Smiths own sales forces admit not putting too much attention on the ACE-ID
- Covering the bare minimum tech. requirements
- Weak presence in the Handheld Raman market
- CBRN and Safety & Security
- Not interested in Pharma

Price Range

Range of 40 k €

Weaknesses

- Very weak performance
- Long analysis time
- No SERS
- Poor resolution: 11cm-1
- Very weak laser power output: Less than 100mW
- High price, considering their poor performance
- Limited entries per libraries
- No good ergonomics. Very rigid
- Limited accessories: Only point-&-shoot
- Weak protection: Only IP53
- Mixtures: No more than 2 substances
- No camera / no barcode reader
- No labelling option for measurements
- No CFR
- No Wi-Fi. Only USB
- One single focal point: No Autofocus
- Problems with heterogeneous samples



Competitor strengths

Strong market presence



Serstech's response

True, but only as company; not for their Raman solution: they do not prioritize their own device. They're mainly focused on Hazmat Elite

Small and very portable



Similar size and weight than ours

ORS (Orbital Raster Scan)



We have AUTOFOCUS: Much better solution than ORS.

ORS doesn't really help them improving their performance, especially since they have such a low laser power output and poor resolution

How Serstech wins

- Simply, we cannot lose against this one! See weaknesses
- Much better performance
- ARX SharpEye & autofocus:
 - Reduced glass fluorescence
 - No sample heterogeneity issues
- Faster speed of analysis
- ARX device workflows:
 - Simpler navigation
 - Shorter time to measurement
 - Comprehensive analysis modes

Comments:

- Notice the similarities between Metrohm Mira device and ACE-ID. Are they still related as they were when the old Snowy Range OEM device? (TBD)
- New Serstech SharpEye lens system and the auto focus algorithms automatically adjust the focal position to where the Raman signal is the strongest. Moving the focal point and evaluating strength of the Raman response is done in milliseconds.
- Having SERSTECH as a company should be a great advantage. Better and faster support, fully focused on Raman, one device; all applications.
- AUTOFOCUS AND SHARPEYE LENS ARE UNIQUE IN THE MARKET