

Case Study :: Auctions

The Client

An emerging pharmaceutical company dedicated to the creation of new medicines to improve the lives of people with cancer.



The Challenge

The client was closing a 50,000 sq. ft. San Francisco lab facility that housed 500 surplus lab and analytical assets. The multi-building site needed to be cleared out within a 45-day time frame. As a result of eliminating the workforce at this facility, the company didn't have the necessary resources to manage this asset disposition project. Further complicating matters, it wasn't clear which assets needed to be sold since they had yet to determine which items would be redeployed to another location.



The Solution

The client approached EquipNet with their defined objectives of clearing the site on deadline and earning maximized sales returns from their surplus inventory. EquipNet prepared a customized project plan that included our Auction Plus service in conjunction with a global webcast auction event and the negotiated sale of premium assets via the EquipNet MarketPlace™. This three-phase plan allowed the client to protect premium assets by setting high reserve prices. EquipNet provided onsite turnkey project management to ensure that all inspections and removals were conducted successfully and provided the client with the option to ship their remaining assets to a warehouse facility on consignment. This final sales strategy provided our client with additional time for the premium surplus equipment to be marketed for maximum returns while still clearing out the facility on time. EquipNet concluded the project by seamlessly handling the post sales process. We scheduled particular dates for customer pick-ups instead of allowing them to coordinate removal of their equipment whenever they wanted; ensuring that all post sale activity was conducted in an orderly and controlled fashion.



The Result

EquipNet was able to provide a completely turnkey service that obtained the site clearance our client needed, and provided substantially higher returns on their surplus assets than anticipated. EquipNet met the company's 45-day deadline and recovered \$1.1 million in sales proceeds. This effort was a completely self-funded endeavor that left the client very pleased with their choice of vendor.



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The Client

A global pharmaceutical company that constantly ranks in the top 10 pharmaceutical companies around the world.



The Challenge

The client closed a lab facility in Richmond, CA in 2009. The facility housed 1,300 pieces of lab, analytical, and vivarium equipment. Their equipment was well maintained, and the client was interested in remarketing their assets to recover their initial investment. The company's primary goal was clearance of all surplus assets, but they lacked the staff and expertise to manage the remarketing effort.



The Solution

Considering the client's disorganized collection of assets, EquipNet first needed to organize and document what was in storage. By deploying equipment specialists to perform a physical inventory, EquipNet documented all assets in the facility. Next, EquipNet deployed our auction team to the Richmond, CA site where they acted as project managers and logistics coordinators responsible for hosting auctions and coordinating removals of sold equipment. The EquipNet auction team conducted three separate auctions and coordinated the sale of premium assets through the EquipNet MarketPlace™.



The Result

The client would have been satisfied if we had simply achieved their goal of clearing out the facility. They were thrilled when EquipNet surpassed that goal and generated \$1.1 million in sales proceeds—50% more than the company had anticipated. Additionally, the cost of the service was zero because EquipNet's asset management services are 100% self-funded.



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The Client

A leading biotech company that merged with a major pharmaceutical organization in 2010.



The Challenge

The client had a very tight timeframe to vacate their La Jolla, California facility and return the building to the landlord in the same condition it was originally rented. The company originally gave EquipNet a clearance deadline of 90 days. However, as a result of the high financial returns we were able to initially receive from the sale of their surplus lab, analytical and vivarium equipment to end-user buyers, the client extended the project by another 30 days in order to maximize the sales returns for their remaining assets.



The Solution

EquipNet created a disposition plan that included evaluation of the assets by an Equipment Specialist, negotiated sales of premium assets on the EquipNet MarketPlace™, a Webcast auction event. As well as onsite turnkey project management to ensure that all post sales inspections and removals were conducted safely and efficiently.



The Result

Despite the time constraints, EquipNet was able to achieve 100% sell-through of all assets in their facility. At the project's end, the facility was cleared of all surplus assets, and generated \$2.1 million in sales returns, completely satisfying the client's needs and surpassing their initial expectations by \$400,000. Additionally, the service was 100% self-funded with necessary costs deducted from the sale proceeds.



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The Client

A global leader in providing innovative technologies for use in medical imaging and radiotherapeutics, as well as sterilization technologies benefiting the lives of millions of people in 65 countries around the world through the prevention, diagnosis and treatment of disease.



The Challenge

The client was forced to close two lab facilities in Montreal, Canada that contained an extensive inventory of clinical and laboratory equipment. They needed their facility clear and clean within 90 days and the company was concerned about their ability to meet this deadline.



The Solution

The client initially planned on selling their assets to one buyer, in one comprehensive transaction. However, EquipNet recognized the opportunity to clear both facilities and maximize the sales returns from their assets. Due to the wide assortment and large number of assets, EquipNet opted to conduct two separate auction events in order to complete the clearance of the two facilities.



The Result

By hosting two highly marketed auctions, EquipNet managed to achieve 100% sell through of all the client's assets and coordinated the smooth removal of every asset on schedule. The auctions generated \$160,000 in returns, more than double the company's initial expectations.

The following are the comments the company's North American Supply Chain Manager regarding his experience using EquipNet Auction Services:

"EquipNet had the most comprehensive and transparent proposal. Other resellers were very vague. From the start, EquipNet remained very professional and responsive. I always received a same-day response to my questions and the specialists on-site were extremely helpful. Thanks to EquipNet, we had 100% sell-through. I've already expressed my pleasure to other facilities and recommended EquipNet's services to them."

