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Client Case Studies

Launch Diagnostics Ltd



Launch Diagnostics Ltd: Giving a critical healthcare distributor the resilience to operate anywhere, at any time

Launch Diagnostics Ltd is one of the UK's leading independent distributors of diagnostic reagents, test kits and laboratory instrumentation. Privately owned, the business serves healthcare organisations across the UK, France, Belgium, Luxembourg and the Republic of Ireland through its sister company ACCUSAY Diagnostics, with around 60 staff operating across four countries.

The business had built a strong technology partnership with Pinnacle over many years. When ageing on-premise infrastructure began to limit the organisation's ability to scale and adapt, that long-standing relationship gave Launch Diagnostics the confidence to make a significant operational change at exactly the right time.

With more than 34 years of experience and a multi-award-winning team, Pinnacle guided Launch Diagnostics through a full cloud migration, giving the business the resilience, flexibility and scalability it needed to respond to one of the most demanding periods in its history.

The Challenge: On-premise infrastructure was holding the business back

Launch Diagnostics had grown significantly, but its underlying technology infrastructure had not kept pace. The organisation was running on ageing on-premise servers that were running out of capacity, creating a growing risk of disruption and limiting the business's ability to support modern, flexible ways of working.

Capacity constraints were becoming a business risk

As data volumes and operational complexity grew, the limitations of the existing server infrastructure became increasingly apparent. The organisation needed a more scalable environment that could support continued growth without the operational risks associated with ageing hardware.

The industry was moving toward cloud services

Launch Diagnostics recognised that the broader shift toward cloud-based working was accelerating. Remaining on legacy on-premise infrastructure risked leaving the business behind, both operationally and in terms of its ability to attract and retain staff expecting modern, flexible tools.

A multi-site, multi-country business needed a more connected platform

With staff operating across four countries, including field engineers working remotely, the business needed an environment that would allow people to work effectively wherever they were located, share information in real time and stay connected across sites and borders.

A long-term partner was needed, not just a technology provider

A change of this scale required careful planning, tailored training and ongoing support. Launch Diagnostics needed a partner that understood its operation and could manage the transition without disrupting the business, including training every department and building internal capability to manage the new environment independently.



A partnership built over many years

Launch Diagnostics had worked with Pinnacle for many years before the cloud migration project began. That relationship meant Pinnacle already understood the business, its people and its operational priorities.

When the decision was made to move to the cloud, Pinnacle was the natural partner to lead it. The team brought a detailed understanding of Launch Diagnostics' requirements alongside the technical expertise and project discipline needed to deliver a migration of this complexity, on time and with minimal disruption.

"Having the ability for our team to work wherever they need to be has been invaluable. I think we would have really struggled without it."

Ian Jones, Technical Director, Launch Diagnostics Ltd



Shaping the right environment for a distributed workforce

Pinnacle worked closely with Launch Diagnostics to plan and deliver a full migration from on-premise infrastructure to a cloud-based working environment.

The approach was shaped around the practical realities of a business operating across four countries, with staff working in offices, laboratories and in the field. The new environment was configured to support real-time document access and collaboration, communication across sites and countries, and the ability to update and share information from any location.

Pinnacle developed tailored training sessions for every department, including train-the-trainer activities to build internal capability and ensure the team could manage the environment confidently beyond the implementation. This investment in people, not just technology, was central to the project's success.

Full on-site and off-site backup arrangements were also put in place, ensuring the business had the resilience and continuity it needed as the new environment went live.

Tested immediately by an extraordinary set of circumstances

The migration completed just as the global pandemic took hold. The timing proved critical.

Launch Diagnostics became a front-line responder to the public health emergency, rapidly scaling its operations to supply diagnostic test kits to more than 400 hospitals across the UK and health services across Europe. The organisation's ability to operate at that pace and scale, across multiple countries simultaneously, depended directly on having a cloud-based infrastructure that allowed its team to work wherever they needed to be.

The new environment allowed staff to collaborate and share information in real time, field engineers to update records remotely, and the entire organisation to remain operational through a period that would have been extremely difficult to manage on the previous infrastructure.



The impact on the business

A resilient, scalable platform

Launch Diagnostics moved from ageing on-premise infrastructure to a modern, scalable cloud environment that could grow alongside the business without the risks associated with legacy hardware.

The ability to work from anywhere

Staff across all four countries gained the ability to work effectively from any location, accessing and sharing information in real time. Field engineers could update records remotely, reducing delays and improving the accuracy of information across the organisation.

Operational continuity through an extraordinary period

The cloud migration gave Launch Diagnostics the resilience to continue operating effectively during the pandemic. The organisation was able to scale rapidly to meet an unprecedented surge in demand, maintaining service to hundreds of hospitals and health services across the UK and Europe.

Greater collaboration across a distributed team

Teams across multiple countries could communicate and collaborate more effectively, share documents and stay connected regardless of where individuals were working. This strengthened coordination across the organisation and supported staff wellbeing during a period of significant uncertainty.

A foundation for continued development

The cloud environment provides a flexible, updateable foundation that continues to evolve as the business grows. Launch Diagnostics can adapt its infrastructure as requirements change, supported by a partner that already understands how the organisation works.



The organisational impact

The transformation gave Launch Diagnostics a resilient, connected and scalable operational platform. The organisation gained:

- A modern cloud infrastructure replacing ageing on-premise servers
- The ability for all staff to work effectively from any location
- Real-time information sharing across four countries
- Operational resilience tested and proven during the pandemic
- Faster, more accurate updating of field information
- Tailored training that built internal capability across every department
- A scalable platform that grows alongside the business
- Continued access to a trusted partner with deep knowledge of the organisation

A partnership that proved its value when it mattered most

Launch Diagnostics' transformation was not simply a technology upgrade. It was a strategic change that gave the organisation the resilience and flexibility to operate effectively under any circumstances, including circumstances no one could have anticipated when the project began.

Pinnacle's role was shaped by a long-standing relationship built over many years. That depth of understanding meant the project was planned around Launch Diagnostics' real operational needs, delivered on time and supported by training that left the team genuinely capable of managing the new environment independently.

When the pandemic arrived, the value of that preparation became immediately apparent. Launch Diagnostics was able to scale rapidly, operate across borders and maintain service to critical healthcare customers at exactly the moment when that capability mattered most.

With Pinnacle as its trusted transformation partner, Launch Diagnostics has the infrastructure, the resilience and the ongoing support to keep serving its customers, wherever and whenever they need it.

Ready to transform your organisation?

Pinnacle is a multi-award-winning business transformation partner with more than 34 years of experience helping organisations improve performance through better processes, connected technology and trusted advice.

Visit **www.pinnacle-online.com** to discover how Pinnacle can support your organisation's next stage of transformation.

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