



BD introduces digital marketplace for flow cytometry

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BD (Becton, Dickinson and Company) has announced the commercial release of a new bdbiosciences.com web and eCommerce site, an entirely "reimagined" digital marketplace designed to provide an enhanced online purchasing experience for users and their procurement teams.

The new BD Biosciences website offers a full array of BD research, clinical and single-cell multiomic products, making this online destination one of the most comprehensive for flow cytometry users.

The completely overhauled online purchasing experience offers intuitive navigation, a fully integrated shopping experience, and a look and feel that addresses flow cytometry users' buying needs.

Based on research conducted among end users to assess their needs and interests, BD Biosciences has improved the ability of users to find products and information so they can quickly find the right solutions needed to conduct their work more efficiently.

The new website provides updated search capabilities, robust content with more than 170 pages of new information, application data and product selection tools. Customized dashboards and quick checkout with minimal clicks, all with 24/7 order tracking and support tools are available for reagent purchases.

The eCommerce capability also provides seamless integration with procurement buying systems, which allows you to see institutional pricing and get internal approvals before orders are placed.

The newly launched website is available for users in United States, Canada, Europe, Australia and New Zealand, with additional countries launching later this summer.