

Case Study: PrimerDesign Ltd.

The Company

PrimerDesign Ltd. is an innovative biotechnology company focused on developing improved solutions for gene quantitation by real-time PCR. Founded within Southampton University's School of Medicine and in partnership with ATDbio, PrimerDesign specializes in developing gene quantitation assays validated and manufactured to the very highest standard.

Need for a Software Solution

The client was looking for a robust solution for their gene quantitation primer design needs. They have been customers of Beacon Designer for over the last three years and understood that with a little bit of tweaking to the Beacon Designer algorithm, they would get solutions very specific to their business and research needs. A high throughput application was needed to help design numerous assays for validating microarray data.

The also had a need for forcing the design of compatible oligos, given a partial set of predesigned oligos. This meant designing strong search and ranking algorithms to help choose the best possible assay. The client wanted a team that could quickly get up to speed on their technologies and deliver a concrete mechanism that would enable their internal design team to focus on offering next generation services.

The Challenge

The client spelled out what was needed. It was imperative for the product to offer results that the client was expecting which included making a Beacon Designer-like program but faster and more powerful and at the same time give more options to choose from. The solution had to be cost effective and yet complement the client's future business road map.

Expected Benefits

By providing a software solution to real time PCR primer design especially for quantitation assays, PrimerDesign expects to increase their assay design business by offering a better solution to their customers. Leveraging PREMIER Biosoft's strong domain expertise in real time PCR, the client expects to design better and more robust assays in less time. In addition, the client expects to meet their business goals to generate consistent revenues. Based on the services offered, they expect to get repeat orders.

"We wanted a software product that could meet our specific requirements. We have been using Beacon Designer for more than three years now and I was convinced that PREMIER Biosoft could offer a solution for my current needs, given their considerable expertise in real time PCR and their strength in designing programs that were both, intuitive and powerful. My faith in them was not misplaced; I got exactly what I was looking for, in the budgeted time and in the budgeted cost. PREMIER Biosoft International is a competent partner for algorithmically challenging bioinformatics projects." says Dr. Robert Powell, Managing Director, PrimerDesign Ltd.

By Premier Biosoft: [RJVUEWERG](#)