



COMPLETE  
SERVICE

LABORATORY EQUIPMENT  
AND CONSUMABLES

FOR  
MANUFACTURERS

# ABOVE ALL

The main task of OMB is to ensure the possibility to provide high-quality medical services.

We strive to undertake all issues of equipping with modern instruments and consumables, as well as to organize their supply accurately so that our customers being able to focus on diagnostic problems and treatments of patients exclusively.

# ABOUT OMB

# 1991

Year of foundation  
of OMB

# since 1993

it has been supplying to the Russian market  
medical equipment and consumables of the  
world's leading manufacturers

**33 YEARS** in the market.  
Over the last 10 years  
the number of employees  
and the annual turnover  
have been increased  
fivefold.

Our network of distributors  
includes **60 BUSINESS  
PARTNERS**.

The products of OMB  
are used by **MORE THAN  
5000 HEALTHCARE  
ORGANIZATIONS**  
across Russia.

We have **4000 M<sup>2</sup>** of  
storage unit with an option  
to consignment storage.

**MORE THAN 6,000  
SPECIALISTS** become  
participants of our seminars,  
webinars, and master  
classes.

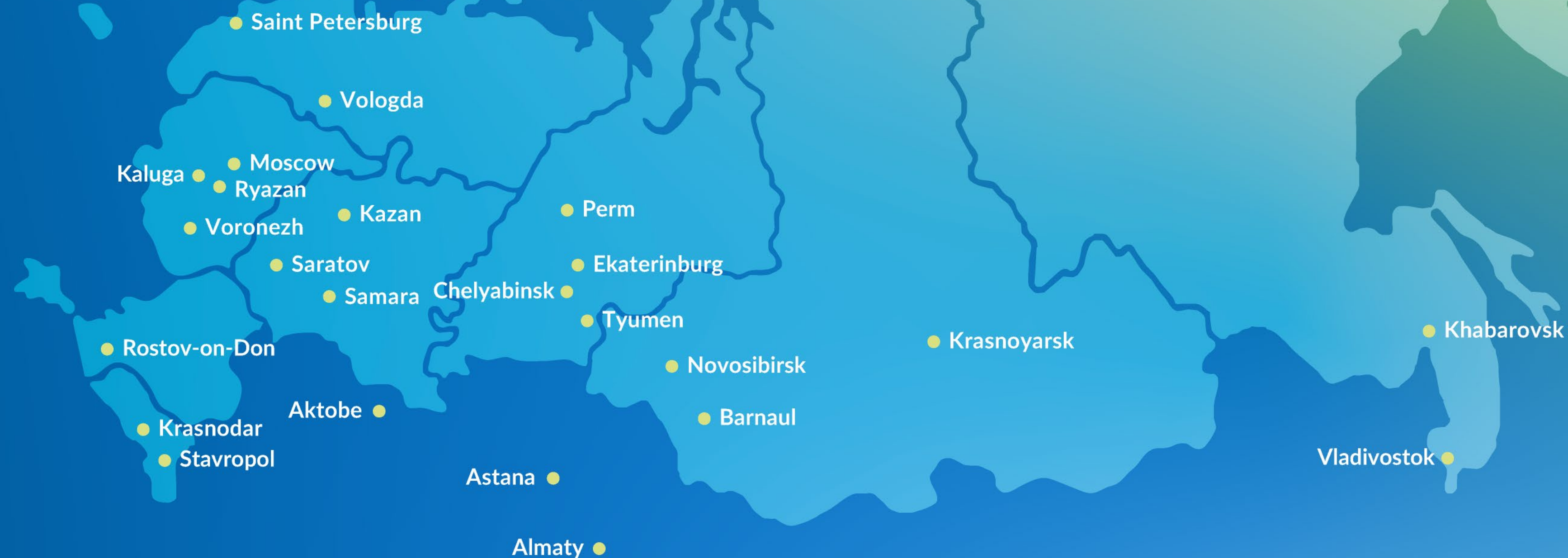
# THE COMPANY'S NETWORK OF ITS OWN REPRESENTATIVE OFFICES AND REGIONAL DISTRIBUTORS COVERS THE WHOLE TERRITORY OF RUSSIA

>60

представителей

637

городов присутствия



2014

Год основания

ОМБ

КАЗАХСТАН

# COMPANY HISTORY



1991

OMB was registered.  
Moscow office was opened.

1994–1996

Greiner Bio-One, Dispomed, Medicoplast, Redionics

The warehouse and transport service started to work.

1998–2006

20 employees worked in the company.  
St. Petersburg office was opened.  
The website of company was created.

Analyticon Biotechnologies GmbH, Advanced Instruments, Andreas Hettich GmbH & Co. KG, Integra, NewDeal, Siemens Healthineers, Vital Scientific, Spiegelberg, FB Medical, CSZ, DPC

2007–2010

Mazor, Elitech Holding B.V.

The representative offices were opened in Ekaterinburg, Samara, Novosibirsk, Rostov-on-Don and Khabarovsk.

Company had 115 employees.

Department of business development was created.

2011–2014

The restructuring of company was made.  
The tender monitoring system was put onto practice.  
Neurosurgery became the separate company.  
The representative offices of company were opened in Kazakhstan and Vladivostok. The company representatives started to work in Krasnoyarsk, Voronezh, Perm, Volgograd, Krasnodar, Stavropol and Tyumen.

Sysmex Corporation, Infomed C.S, ГемаКоп, BIO-RAD

bioMérieux SA, Thermo Fisher Scientific, Infomed Computer Services

New department of “Laboratory Engineering” was opened.

The website of company was updated.

The company representatives started to work in Barnaul, Vologda, Chelyabinsk, Saratov and Kaluga.

200 employees worked in the company.

2015–2018

# COMPANY HISTORY

GRANAT BIO TECH LLC, Erba Lachema s.r.o., Shenzhen Lifotronic Technology Co., Ltd, EDAN Electronics Inc, SPD RENAM, Diagnostic Grifols SA, Snibe Co., Ltd

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Received the quality certificate GOST ISO 13485-2017.

Company's 2021 turnover exceeded 5 billion rubles.

Received the title of "Leader of Modernization" bioMérieux SA in 2021.

The company entered the TOP 150 according to the results of the employer rating hh.ru

Received the title of "Partner of the Year" for sales of Siemens Healthineers in 2021 and 2022.

## 2021–2022

OMB

## 2019–2020

The rebranding of company was carried out.

Launched the transfer of clients to electronic document management.

The service engineers started to work in Voronezh and Krasnoyarsk.

Company representative started to work in Ryazan.

Received a quality certificate GOST R ISO 9001-2015.

The turnover in the company in 2020 exceeded 4 billion rubles.

The company employs 217 people.

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Hanmi Pharm. Co

## 2023

Received an updated ISO 9001-2015 certificate for the Quality Management System.

Beginning of official cooperation with suppliers from China and expansion of the company's portfolio with a new product line.

Received awards: «Ambassador IMMULITE» Siemens Healthcare, «Good Start» Erba, «Best Distributor» Snibe.

130 technical trainings on new products were completed for service department employees.

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Shenzhen Dymind Biotechnology Co., Ltd, Beijing Succeeder Technology Inc., Maccura Medical Instrument Co., Ltd., Guangzhou Improve Medical Instruments Co.



The main task of the OMB is to ensure the ability to provide high-quality medical services. We strive to take care of all the issues related to equipping with modern equipment and consumables, as well as to organize their supply in a precise manner.

It will allow our customers to focus exclusively on diagnosing and treating patients.

CEO

Mikhail Kuzovlev

A handwritten signature in blue ink, appearing to be 'MK', located below the printed name.

# THE MAIN AREAS OF OUR PRODUCT PORTFOLIO

## PREANALYTICAL STAGE

### SYSTEMS FOR COLLECTION, STORING AND TRANSPORTATION OF BIOMATERIALS

- Venous blood collection systems
- Capillary blood collection systems
- Urine collection systems
- Automatic sorting system
- Bioscience

Greiner Bio-One GmbH, GRANAT BIO TECH LLC, Disera Tibbi Malzeme Lojistik Sanayi ve Ticaret A.Ş., SARSTEDT LLC, Tarsons Products Limited, Guangzhou Improve Medical Instruments Co., Gelecek Medikal

## ANALYTICAL STAGE

### IMMUNOCHEMISTRY

Siemens Healthineers, Snibe Co., Ltd, Maccura Medical Instrument Co., Ltd.

### ENZYME-LINKED IMMUNOSORBENT ASSAY

bioMérieux SA

### HEMATOLOGY

Sysmex Corporation, Shenzhen Dymind Biotechnology Co., Ltd, Siemens Healthineers, DIESSE DIAGNOSTICA SENESE S.p.A., Erba Lachema s.r.o., Alifax

### HEMOSTASIS

Sysmex Corporation, Siemens Healthineers, Beijing Succeeder Technology Inc., SPD RENAM

### URINALYSIS

Sysmex Corporation, Analyticon Biotechnologies GmbH, Siemens Healthineers, Erba Lachema s.r.o.

### DIAGNOSIS OF MEDICAL EMERGENCY

Siemens Healthineers, EDAN Electronics Inc

### BIOCHEMISTRY

Vital Scientific B.V., Siemens Healthineers, Erba Lachema s.r.o.

### MICROBIOLOGY

bioMérieux SA, BIO-RAD Laboratories

### DIAGNOSIS OF DIABETES MELLITUS

Shenzhen Lifotronic Technology Co., Ltd

## LABORATORY INFORMATION SYSTEM

Infomed RUS, Russia

## MEDICATION DISPENSING AND AUTOMATION SYSTEMS

TRIATECH TIBBI SISTEMLER SANAYI VE TICARET ANONIM SIRKETI

# OUR STRATEGIC PARTNERS



RESULTS OF THE SCIENTIFIC PROCESS

analyticon



# SALES DEPARTMENT

38  
EMPLOYEES

ALL SALES MANAGERS  
HAVE THE FOLLOWING SKILLS SET



SALES DEPARTMENT  
IS THE CORE OF OUR COMPANY

**OMB SERVICES**

# COMPLETE SERVICE

The OMB specialists continue to work on improving the quality of service and expanding the range of services.

We provide consulting and methodological support, as well as training on how to use equipment. We also control the entire logistics process: transportation, customs clearance, warehousing, and guarantee delivery within a specific time frame.

OMB engineers, certified by manufacturers, install and commission laboratory equipment, provide warranty and post-warranty maintenance for analyzers, and update software.

**WE HAVE EVERYTHING  
FIGURED OUT  
AND CREATED  
COMPLETE SERVICE  
FOR OUR CLIENTS  
AND PARTNERS**

# COMPLETE SERVICES



**SLA**  
Service Level  
Agreement (SLA)



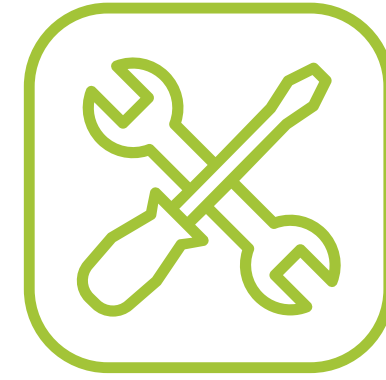
**OWA**  
The Remote Purchasing  
Management System



**TECHNICAL  
SUPPORT**  
Free technical hotline  
and Telegram chatbot



**LOGISTICS**  
Convenient logistic  
terms



**ENGINEERING  
SERVICE**  
Maintenance



**TRAINING**  
Webinars, seminars,  
tests



**CONSIGNMENT  
STORAGE**  
Storage service at the  
OMB warehouse



**SELECTION OF THE  
EQUIPMENT**  
We offer the optimal  
solution

# CUSTOMER SERVICE DEPARTMENT

19

EMPLOYEES

The customer service department is responsible for maintaining full document flow for supply contracts and provision of services, promptly informing customers, and carefully monitoring the terms of contractual obligations.

We promptly provide all the information that interests the customer: expiration dates, delivery times, availability in stock, as well as purchase conditions.

COORDINATED WORK ALLOWS US TO WORK MOST  
EFFECTIVELY WITH THE PROCUREMENT PLANS  
OF OUR CLIENTS

# LOGISTICS AND SUPPLY DEPARTMENT

34 EMPLOYEES

We do our best to satisfy our customers needs concerning delivery terms.

OMB takes into account of each customer's opinion for improving our experience.

OUR LOGISTICS AND SUPPLY DEPARTMENT PROFESSIONAL STAFF

supply department   customs department   logistics department   warehouse



OUR PROFESSIONAL DUTIES: FOREHANDED PURCHASING OF EQUIPMENT, KEEPING OPTIMAL STOCK RESERVES, FAST SHIPMENT AND DELIVERY



# LOGISTICS SERVICE

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You can always pick up products from our warehouse

**ON YOUR OWN, OR BY ORDERING DELIVERY BY OMB TRANSPORT OR ANY CONVENIENT TRANSPORT COMPANY**

In Moscow, delivery is carried out with unloading.

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We use for shipment trucks with **THE CAPACITY UP TO 5M<sup>3</sup>**

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## **HEAT-SENSITIVE GOODS**

with temperature conditions of +2°C – +8°C are packed into thermal container.

During high temperature seasons, thermal containers are equipped with cold elements.

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We also form a cargo **IN PALLETS OF INDIVIDUAL SHAPE WITH REQUIRED DIMENSIONS**



# RESPONSIBLE STORAGE SERVICE

IF THE CUSTOMER DOES NOT HAVE THE ABILITY TO KEEP THE PURCHASED ITEM, WE CAN RESOLVE THIS ISSUE

## STORAGE CONDITIONS

The purchased goods will be stored in strict compliance with the manufacturer's terms and conditions in the OMB warehouse.

## DELIVERY

At the customer's request, the entire shipment or the required part is delivered promptly.

# THE CENTRE OF TECHNICAL SUPPORT OF OUR COMPANY

# 28

EMPLOYEES

Regional technical support in  
Saint-Petersburg, Ekaterinburg,  
Vladivostok, Irkutsk, Krasnodar,  
Kazan and Voronezh.

## > 150

models of maintainable  
equipment

## > 5000

units maintainable  
equipment

## > 150

installation of new  
equipment annually

## > 200

processed requests  
per month



# MENU OF TECHNICAL SUPPORT SERVICES

TO MAKE WORK WITH EQUIPMENT AND REAGENTS AS COMFORTABLE AND EFFICIENT AS POSSIBLE, OMB PROVIDES ITS CUSTOMERS WITH A SERVICE OF FREE TECHNICAL HOTLINE AND TELEGRAM CHATBOT

- Consulting concerning handling of equipment, reagents and consumables
- Methodological assistance  
Going into operations (installation and initial training)
- User training  
(re-education, by individual program)
- Diagnostics and troubleshooting  
(remote, on-site, in the service centre)

- Planned technical support
- Modernization and updating of equipment
- General maintenance
- Audit of staff skill's set
- Adaptation of reagents
- Adaptation of reagents

## FREE TECHNICAL HOTLINE

8 (800) 250-81-25

Mon-Thu 04:00 am–06:00 pm  
GMT+3

Fri 04:00 am–05:00 pm  
GMT+3

Sat-Sun 07:00 am–06:00 pm  
GMT+3

## TELEGRAM CHATBOT



Mon-Thu 09:00 am–06:00 pm  
GMT+3

Fri 09:00 am–05:00 pm  
GMT+3



# ENGINEERING SERVICE

**THIS IS WHAT  
OUR COMPANY  
IS PARTICULARLY  
STRONG AT**

- We follow the rules and recommendations of manufacturers concerning maintenance operations and repairs of equipment
- Engineers of the company provide:
  - installation
  - commissioning of equipment
  - service warranty and post-warranty maintenance
  - software update
- All the spare parts required for repair are available in our own spare parts warehouse
- We are the authorized service center of laboratory equipment of leading manufacturers: **Siemens Healthineers, Sysmex Corporation, Vital Scientific B.V., Analyticon Biotechnologies GmbH, Snibe, ERBA, Lifotronic, Edan, Shenzhen Dymind Biotechnology Co., Ltd, Beijing Succeeder Technology Inc.**



# TRAINING SERVICE IN THE FIELD OF LABORATORY TECHNOLOGIES

WE LEARN ON OUR OWN AND ALSO SHARE KNOWLEDGE AND DISCOVERIES WITH COLLEAGUES AND CLIENTS. WE ARE ALWAYS READY TO HELP UNDERSTAND THE OPERATION OF NEW EQUIPMENT. FOR THIS PURPOSE, AN EDUCATIONAL SERVICE HAS BEEN DEVELOPED IN THE FIELD OF OMB LABORATORY TECHNOLOGIES

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## New equipment briefing

With the purchase and installation of equipment our specialists give support to customers, to help and to give advice. Mastering of new equipment proceed quick and painlessly.

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## Getting acquainted with experience and achievements of foreign specialists

Lectures and seminars assisted by professors of European clinics and colleges.

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## Training at the client's request

It is formed based on the customer request and is supplied with visual material according areas of interest.

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## Online sessions while equipment working for calibration or quality management

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## Briefing for laboratory staff

Training for nurses, warehouse and logistic specialists.

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## Process audit by laboratory partners on request

the main purpose of audit is the improving of laboratory ergonomics, equipment and workflow optimization, staff training.

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## Seminars and webinars

Video broadcasting, lectures, master classes at the request of clients.

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## Internet testing

Internet testing is performed using video materials. The most popular trainings are the technique blood collection using vacuum tubes Vacuette (Greiner Bio-One), capillar blood collection Minicollect (Greiner Bio-One) and the operation on IMMULITE system (Siemens).

# OMB WEBINARS – THEY ARE INTERESTING

Every month we organize open webinars with the assistance of famous speakers, doctors, professors and PhD specialists of varied health and allied professions.



## Efficiency of NT-proBNP and cardiotropin in clinical practice

**Lomakin Nikita**

PhD, Head of the Emergency Cardiology Department, Chief Cardiologist of the Presidential Administration of the Russian Federation



## Coagulogram: problems and advice on overcoming them

**Kaznacheeva Evgeniya**

Clinical Laboratory Diagnostics Doctor, Head of Clinical Diagnostic Laboratory «Invitro-Moscow», Leading Specialist of General Clinical Research Direction of Laboratory Technologies Department



## Relevance of regulatory documents in immunohematology

**Vershinina Marina**

PhD, Associate Professor, Chief Researcher of National Medical Research Center for Children's Health of Ministry of Health of Russian Federation, Head of Clinical Laboratory Diagnostics Course, Professor of Family Medicine and Therapy Department of Central State Medical Academy of Presidential Administration of Russian Federation, Moscow

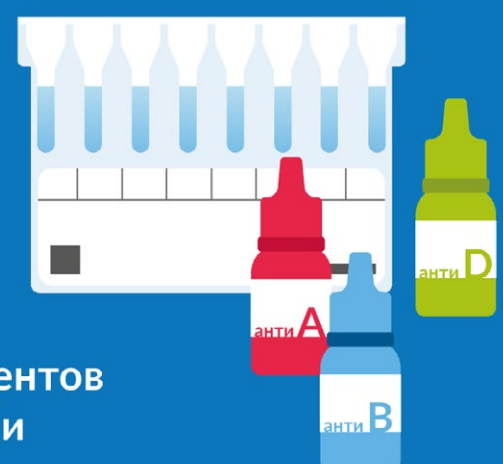


## Preanalytics in hemostasis

**Samoylenko Vera**

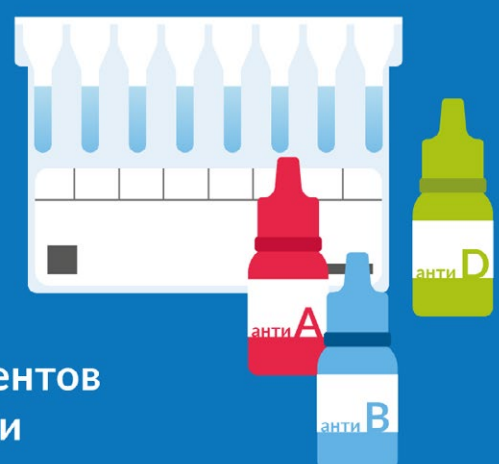
Clinical Laboratory Diagnostics Doctor of Centralized Clinical Diagnostic Laboratory of Morozovskaya Children's City Clinical Hospital of Moscow Healthcare Department, Assistant of Clinical Laboratory Diagnostics Department of Postgraduate Faculty of State Budgetary Healthcare Institution of Moscow Region «MONIKI named after M.F. Vladimirsky»

OMB СЕРВИС В ПОЛНОМ ОБЪЕМЕ



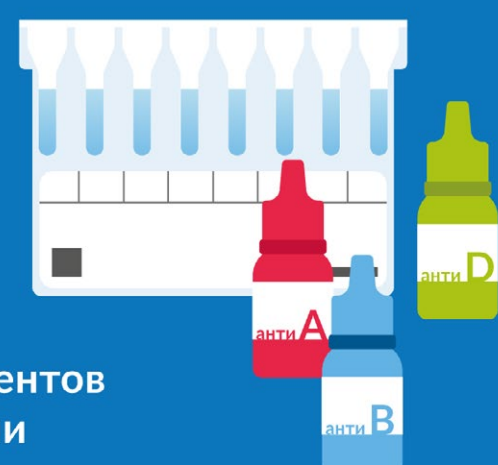
Актуальность нормативных документов в иммуногематологии

OMB СЕРВИС В ПОЛНОМ ОБЪЕМЕ



Актуальность нормативных документов в иммуногематологии

OMB СЕРВИС В ПОЛНОМ ОБЪЕМЕ



Актуальность нормативных документов в иммуногематологии

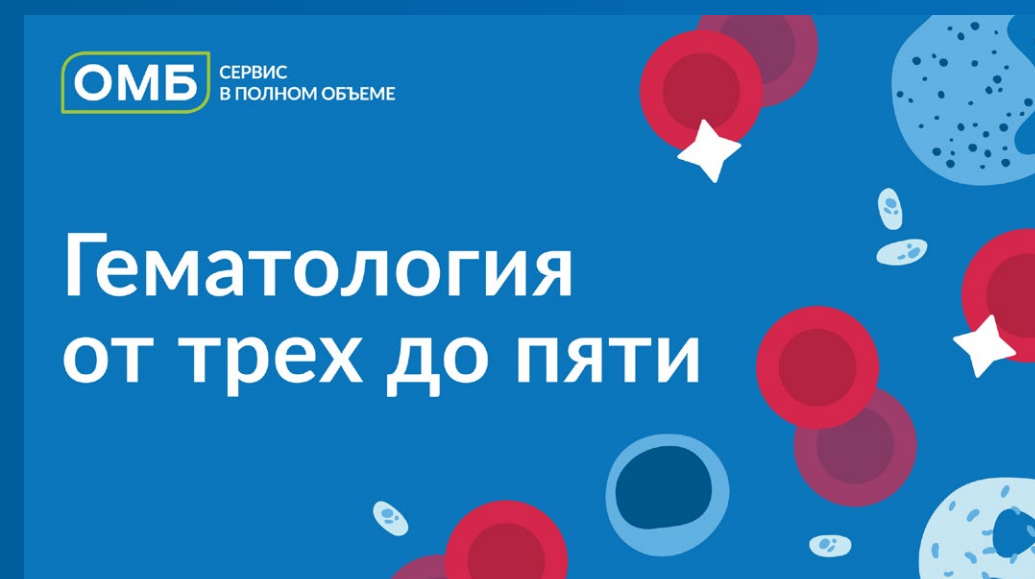
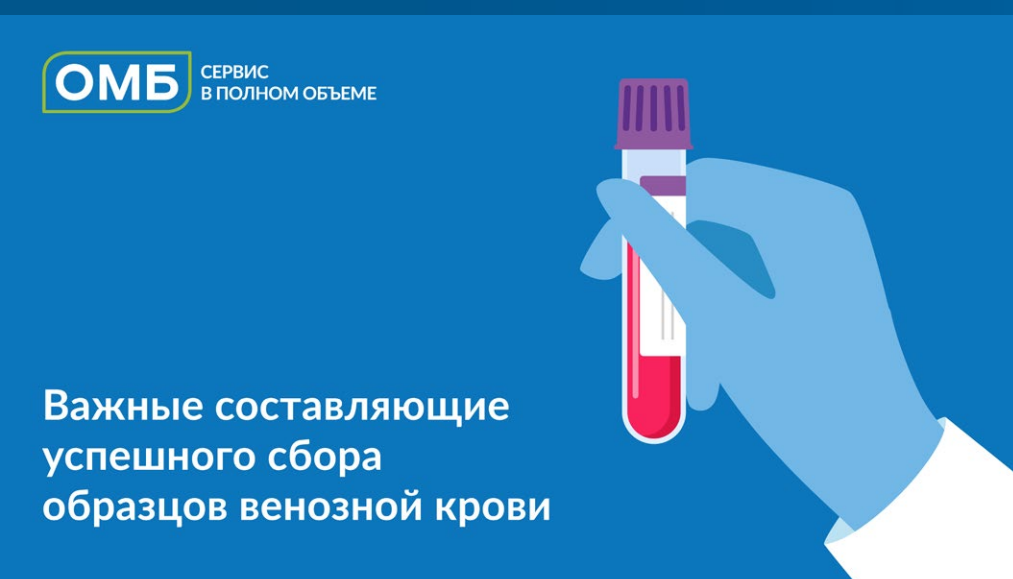
OMB СЕРВИС В ПОЛНОМ ОБЪЕМЕ GRANAT BIO TECH

Коагулограмма: проблемы и советы по их преодолению



# OMB WEBINARS – THEY ARE INTERESTING

THE OMB EMPLOYEES ARE ALSO RECOGNIZED EXPERTS  
IN THE FIELD OF LABORATORY DIAGNOSTICS  
AND ACT AS SPEAKERS AT OUR COMPANY'S WEBINARS



## Hematology from three to five

**Savelieva Anna**

Doctor of Clinical Laboratory Diagnostics,  
leading specialist in OMB company products



## Important components of successful venous blood sampling

**Rzakuleeva Lyudmila**

Leading expert in managing the pre-analytical stage  
of the OMB company, teacher at St. Petersburg Center  
for Postgraduate Education of Medical Specialists.

# OMB MARKETING DEPARTMENT

25  
EMPLOYEES

Our marketing team works on effective and blistering promotion of equipment and consumables

OUR MARKETING MACHINE INCLUDES  
THREE DEPARTMENTS:



# OMB MARKETING DEPARTMENT

WE LOOK TOWARD TO USE ALL EFFECTIVE PROMOTION CHANNELS.  
WE ORGANIZE THE FOLLOWING MARKETING ACTIVITIES:

Participation in federal and regional exhibitions and conferences

On-site educational master classes with the assistance of experts

Public online webinars with the involvement of PhD and professors

Publication of science and promotional articles in medical magazines

>40

>100

>15

>20

Publication of instructions, booklets and other advertising materials

Internet marketing (contextual advertising, SMM, SEO)

>300

FOR EACH MAIN AREAS OF OUR PORTFOLIO

COMMERCIALS SHOOTING AND ADAPTATION

**WHY US?**

# REPUTATION OF RELIABLE AND KNOWLEDGEABLE COMPANY

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MANY YEARS OF PARTNERSHIP, SOME OF WHICH ARE EXTENDING MORE THAN 20 YEARS, **REPRESENT THE RESPECTABILITY AND RELIABILITY OF THE COMPANY**

IN ADDITION, OMB'S BUSINESS CARD AND ITS IMPORTANT ADVANTAGE IS A **QUALIFIED TEAM OF LIKE-MINDED PEOPLE**

# OMB CLIENTS



«We have made sure that the analyzer's service, support from product specialists, and the price/quality ratio meet all the requirements of the laboratory to the greatest extent»



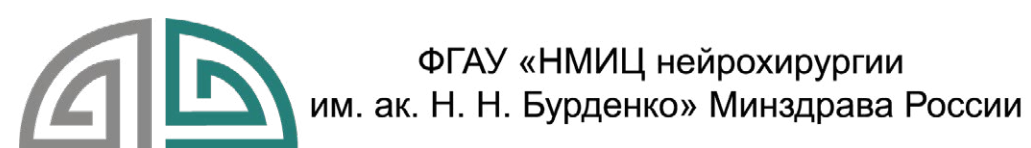
«Your service engineers showed and show professional restraint, always ready to help and find a solution to any problem»



«OMB specialists solve all technical problem of equipment, reagents and quality controls issues»



«We would like to thank your employees for high professionalism and flexible approach to our wishes. Your responsibility in the work helped us for meeting the goals»



«OMB keeps their engagements responsibly and reacts on customer expectation swiftly, goes for solve all customer problems in a quick and qualitative way»



«OMB meets their engagements faithfully»



«Administration „FimeLab“ LLC express own thanks to OMB for long-term and fruitful cooperation in all directions of company operations»



«From the date installation of equipment we always meet professional support. Any operational use process issue is solved operationally»

# CONTACTS

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