



Case Study

GENERATE LIFE SCIENCES

Treya's strategic sourcing project delivered meaningful savings for Generate.

About Generate Life Sciences

Established in 1977, California Cryobank (CCB), a leader in reproductive tissue banking, has been in business for almost 40 years. Our reputation for quality and caring has made us one of the largest reproductive tissue banks in the world, servicing all 50 states and more than 30 countries worldwide.

There is a new chapter beginning at CCB. With the recent addition of Cord Blood Registry (CBR) to the portfolio, the premier newborn stem cell brand in the world, CCB doubled its revenue size. Backed by GI Partners, a San Francisco based private equity firm, Generate Life Sciences - the newly combined entity - is on the path to becoming the largest global life sciences company with the ability to quickly scale its platform of products from reproductive to stem cell services.

Generate Life Sciences Vision: To be the world leader in reproductive and stem cell services by helping to grow and protect healthy families.

Generate Life Sciences Mission: To provide the highest quality reproductive and stem cell products and services, guided by dedicated customer focus, unmatched scientific excellence and innovative leadership.

Overview

Generate Life Sciences was introduced to Treya Partners through its Private Equity owner, GI Partners, a leading San Francisco based private equity firm. GI and Treya have partnered together on previous cost reduction initiatives for other GI investments and jointly identified opportunities at Generate.

Generate engaged Treya in a spend management initiative that drove cost savings across 18 workstreams (including Office Supplies, Courier Services, Small Parcel, Temp Staffing, Print, Lab Supplies/Equipment/Services, Collection Kits, and Telecom) representing \$20 million in baseline annual spend. Before it engaged Treya, Generate had grown dramatically through the merger of California Cryobank and Cord Blood Registry, resulting in significant opportunities for procurement synergies. The project sponsors included Generate's Chief Financial Officer and Executive Director of Laboratory Operations.

The Challenge

Generate had grown through M&A, leading to multiple locations across the country with different contracts and pricing for similar goods and services. Spend was fragmented across the vendor base and purchasing was decentralized, resulting in contracts that did not leverage the company’s full enterprise-wide purchasing power. The availability of contract data and line item purchasing detail was limited. Further, key business units had long standing vendor relationships with multiple suppliers whose business processes were integrated with Generate’s. As a result, Generate wanted to minimize supplier transitions. Treya was tasked with developing a project approach and strategy that would deliver savings through strengthening current relationships whenever possible, and pursuing competitive bidding only when absolutely necessary.

“

Treya Partners truly exceeded my expectations in every regard. I have and will continue to enthusiastically recommend our Treya project lead, Barnali Mishra, and the entire Treya team to other companies and private equity firms.

- Brian Rizkallah -
Chief Financial Officer
Generate Life

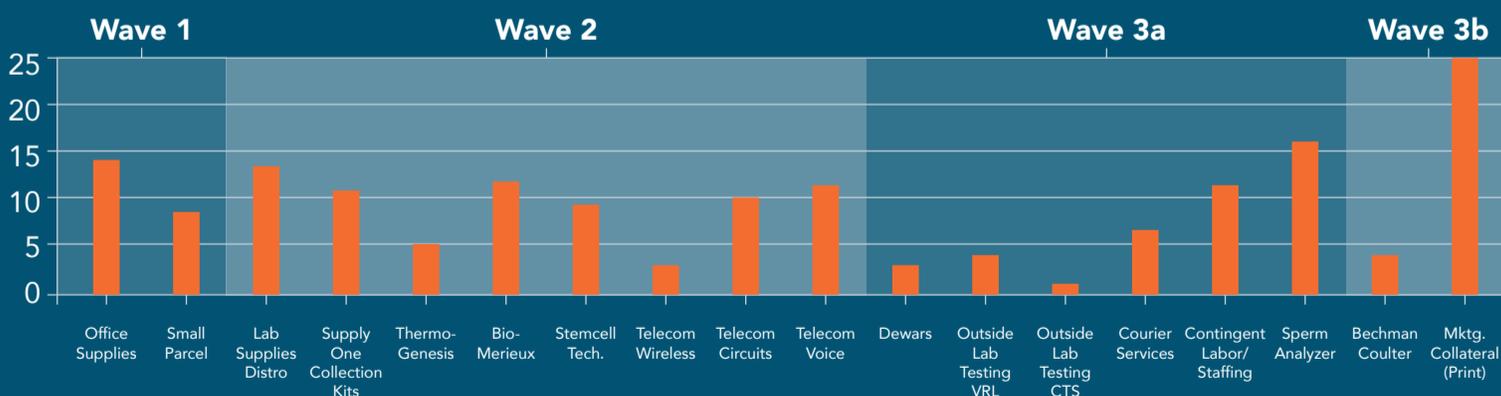
The Process & Solution

With limited vendor changes desired, Treya focused on pursuing incumbent supplier negotiations, and judiciously used RFPs and GPOs, to create savings. Due to Generate’s internal resource constraints, Treya sequenced workstreams in order ensure appropriate stakeholder participation throughout the project. Stakeholders supported initial data collection efforts, with Treya relying heavily on vendors for complete data sets. Treya worked closely with stakeholders to develop category strategy, and later, supplier selection.

The Outcome & Results

Treya’s strategic sourcing project delivered meaningful savings for Generate. Treya addressed over \$20 million in annual spend across 18 workstreams, including Courier Services, Small Parcel, Temp Staffing, Print, Lab Supplies/Equipment/Services, Collection Kits, Telecom, and Office Supplies. RFPs and incumbent supplier negotiations resulted in the majority of the savings, with very few supplier changes ultimately required. Generate was able to realize savings upon contract execution in most cases. The project created \$1.8 million in annual savings, which translates to \$18 million in enterprise value.

PROJECT SAVINGS % BY CATEGORY



About Treya Partners

Leading provider of Procurement Improvement services across the public and private sectors since 2006. Clients served include 15 state governments, multiple institutions of higher education, and over 50 private equity funds.