

NL42: A LEADING PAPERLESS CONSULTING SERVICE PROVIDER

Based in Spain & Italy **NL42** is a leading consulting services provider which also runs an annual congress **Paperless Lab Academy**, considered as one of the best lab informatics learning platform in Europe. In an interview with Insights Success, the **Co-owner** and **Co-founder** of NL42, **Roberto Castelnovo**, shares his experiences on leading the company. He also elucidates the company's goals, working methods, and its distinctive process of serving customers.

Below are the highlights of the interview conducted between Roberto and Insights Success:

Give a brief overview of the company, its solutions and services.

NL42 provides personalized services to support the *digital transformation of the laboratory processes*, committing to complete customer satisfaction. We provide dedicated support to managers and executives in the design and implementation of their strategies to reach their business goals, with the highest level of attention and quality.

We aim for becoming a trusted advisor for our customers by delivering superior Quality of Services, branded by our personalized attention and professionalism. NL42 is a young and dynamic international consulting company created by professionals with decades of experience. We offer support throughout the Transformation Process to Paperless, with a pragmatic approach and an affordable investment.

We cover multiple sectors where laboratory priorities are *Efficiency, Productivity, Quality and Data Integrity*.

Being 'Paperless' is about setting up a process review to ensure flawless acquisition of the data along its lifecycle. The objectives are to enable adequate data management for an efficient storage of the information, a prompt analysis & reporting and a safe sharing.

How do you diversify your Laboratory Management Solutions so as to benefit your customers?

Our solutions are proposed to support a complete paperless project endeavor at departmental or corporate level across businesses, for one or for multiple sites.

We offer customized services from the very beginning of the business processes review in order to evaluate the needs for business reengineering, standard procedures realignment and to help framing the User Requirements Specifications to start the best fit to purpose data management tool selection. We accompany our customers all along the different phases of the selection process and recommend actively best suitable contract agreement for flawless execution of the implementation of the selected solution, its qualification, validation, and go live.

Describe the experiences, achievements or lessons learnt that have shaped the journey of the company.



“ Making the complex simple. ”

When we decided to leave the comfort of a monthly payroll sitting in a managerial international role, we wanted to own completely our customer's projects and bring all our senior experience and technical knowledge into it.

The mix of managerial experience, languages skills, and technical knowledge has become our best asset to position ourselves get known and trusted as domain experts.

As such the big achievement for us is to be known as independent and recommendable professionals. Our entrepreneurial path has brought us the rewarding opportunity to become the owner and organizers of the annual European congress Paperless Lab Academy. However, we prefer the quality of our deliverables and the trust built with our customers to speak up for us.

What are the company's strategies to cope up with the changing trends of the industry?

One of the key assets for our company to remain aligned with the changing trends of the industry is precisely the fact that we do organize the Paperless Lab Academy annual congress that aim for being one of the best learning platforms in Europe about lab informatics, digital transformation projects in the industry 4.0 and scientific data management. While preparing and running the Paperless Lab Academy annual congress, we are exposed to a broad view of the lab informatics landscape and the latest topics of concerns by the industries. We see how much the software companies develop, grow, merge, and invest in their product development and which business model strategies they deploy to serve their customers.

Give us a few testimonials of your clients that accurately highlight NL42 Business Management Consulting position in the market.

“NL42 is a serious and professional company that is guiding us and helping us in our goal of being an efficient and paperless company.” – Dr. Ofir Arad, Co-founder and CEO, Anaconda Biomed.

“While working with NL42, we have received the best consulting services helping us in improving the laboratory processes. NL42 has worked very closely with our project team, in a very professional manner and has provided great knowledge of the market, the available solutions and main providers.” – Albert Almajano, Informatic systems Director at Indukern Group.

About the Leader

Roberto Castelnovo holds a degree in Computer Science and has worked almost thirty years in the area of Laboratory Information Management. He has built a large experience in managing complex sales and services organizations to provide solutions at international level, dealing with complex environments, partnering with product managers, marketing team, R&D and quality at global level.

Roberto has been responsible for the implementation of the project management methodology in the services team when he was the European Director. The team was formed by more than 50 consultants and outsourcing partners.

With such background, experience and knowledge, Roberto has built a strong international network in the lab informatics industry. This enables NL42 to have a clear understanding of the actual and future market landscape. In many senses, Roberto is a key reference in which young entrepreneurs and senior managers trust for discussing their long-term strategies. [\[E\]](#)

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Making the Complex Simple