



Global Clinical Central Lab

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**CUSTOMER
VALUE LEADER**

Maximizing the Price/Performance ROI for Customers

*RECOGNIZED FOR BEST PRACTICES IN THE
ASIAN PACIFIC CLINICAL
SAMPLE ANALYSIS SERVICES INDUSTRY*

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Global Clinical Central Lab excels in many of the criteria in the clinical sample analysis services space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

Global Clinical Central Lab: An APAC Clinical Trial Leader

The rising demand for outsourcing in drug discovery and development is fueling global market growth, following COVID-19 pandemic delays. With innovative biologics and biosimilars comprising over 40% of the drug development pipeline, demand is growing for service providers with specialized capabilities and advanced technologies to support these industry needs.¹ The demand is driving enhanced internal capabilities and systems and technology integration to meet bioanalytical testing needs, such as robotic automation, Lab Information Management System, advanced mass spectrometry, and bioassays for precise sample analysis. Frost & Sullivan projects the bioanalytical testing services market to grow at a steady 8.5% compound annual growth rate from 2021 to 2027.² Asia Pacific (APAC) leads this growth, with outsourcing expected to rise as quality standards for bioanalytical testing align with global benchmarks.

Founded in 2019 and headquartered in South Korea, Global Clinical Central Lab (GCCL) has rapidly established itself as a key player in central lab services, supporting the pharmaceutical and biotechnology industries with robust expertise and commitment to quality. Specializing in multinational clinical trials across the APAC region, GCCL provides comprehensive sample analysis and bioanalytical services aligned with international standard protocols and rigorous quality control measures, ensuring consistent, reliable clinical trial data. Supported by a network of over 200 partners worldwide, GCCL’s end-to-end service

¹ *Global Bioanalytical Testing Services, 2021-2027* (Frost & Sullivan, August 2022)

² *Ibid.*

model meets the diverse needs of clients across the entire clinical trial cycle, making it a trusted, innovative partner for clinical research in APAC.

Roadmap to Success: Customer-centric, Continuous, Proactive

GCCL is committed to customer success, emphasizing quality control at every stage, from analysis consulting and sample processing to data management, ensuring efficient clinical trials and research analyses. The company offers comprehensive, in-house services that ensure rigorous quality control and deliver reliable clinical trial outcomes, supporting successful drug approvals. Unlike other global clinical lab organizations in the region that often outsource services (e.g., shipping samples for bio-analytical lab analysis to the United States and central lab samples to Singapore, and infectious materials to Biosafety Level 3 (BL3) facilities in other countries), GCCL operates as an “all-in-one lab for clinical trials in APAC”.³ By providing a bioanalytical lab, central lab, and BL3 facility, all located within its South Korea-based facility, GCCL minimizes sample movement, ensuring higher sample stability, more reliable data, and significant cost savings through reduced logistics expenses. Additionally, owing to its comprehensive in-house capabilities and global quality standard logistics system, the company excels in processing time-sensitive samples (e.g., Peripheral Blood Mononuclear Cells) collected in South Korea. GCCL can collect, prepare, and freeze these samples in a record eight hours (compared to the 24 to 32 hours needed if samples are sent to other central labs in the region), maximizing samples’ integrity and ensuring higher quality data.

“Frost & Sullivan commends GCCL for its strategic approach of offering a comprehensive suite of services under one lab, setting itself apart in the competitive clinical sample analysis industry. With rigorous end-to-end quality control and ongoing enhancements to its service capabilities, GCCL strengthens its position as a leader in the clinical sample analysis space in the APAC region.”

- Unmesh Lal
Research Director

GCCL adheres to international clinical trial best practices, aligning with global quality standards and guidelines set by major regulatory agencies. The company has established an optimized process for task management and ensures compliance with key regulations, including standard operating procedures and Food and Drug Administration (FDA) Title 21 of the Code of Federal Regulations, Part 11. Recently, it obtained the International Society for Biological and Environmental Repositories certification in recognition of its excellence in biospecimen management, biobanking practices, and adherence to stringent international standards, which are critical for

facilitating high-quality research.

GCCL strengthens quality assurance through advanced technology integration, effectively minimizing errors, improving precision, and ensuring data reliability. Recently, the company invested in cutting-edge hardware and automation technologies to mitigate potential human error in analytical processes. By implementing the BIO-RAD Evolis system and Droplet Digital Polymerase Chain Reaction to automate manual tasks, GCCL ensures greater precision and consistency in bioanalytical testing, guaranteeing data accuracy and successful drug development. In addition, the company’s proprietary platform, G-HUB,

³ Frost & Sullivan Interview with GCCL (Frost & Sullivan, October 2024)

ensures comprehensive sample tracking and management, trial results recording, enhancing data reliability, transparency, and traceability across clinical trials.

Recognizing that regulatory compliance is essential for drug approvals, GCCL has implemented Thermo Scientific™ Watson™, a laboratory information management system that oversees the entire bioanalytical workflow. The system facilitates compliance with regulatory standards by ensuring that all procedures are documented, traceable, and auditable while upholding quality control measures and supporting successful regulatory submissions. Through these strategic measures, GCCL has contributed to its customers' drug development success, demonstrated by the successful regulatory approvals from several global drug agencies, including the FDA and the European Medicines Agency. The company has supported customers in obtaining at least five drug approvals across the globe, helping to advance pharmaceuticals to market.⁴

With its core expertise in clinical sample analysis, GCCL possesses extensive experience and deep domain knowledge from conducting a wide range of diverse and advanced analytical methods. In 2024, the company expanded its services beyond conducting clinical trials from phases 1 to 4 to offer bioanalytical lab services, a critical component in proving drug safety during early clinical trial stages, and has already contributed to trials for major pharmaceutical firms. By establishing its own research and development (R&D) lab and leveraging its scientific understanding and domestic and global regulatory expertise, GCCL develops tailored analytical methods for specific clinical analyses and validates them for clinical practice. Besides offering services to clients, GCCL is actively researching and developing novel analytical methods and biomarkers for emerging customer needs and industry demand. By staying attuned to new drug development trends and customer feedback, as well as industry insights, GCCL is helping customers expedite clinical trials and enhance operational efficiency. Through continuous enhancement of expertise, GCCL not only supports client success but also creates new business opportunities for itself. Since establishing its R&D lab, the company has developed and verified analysis methods, particularly in pharmacokinetics⁵, pharmacodynamics, biomarker, and neutralizing antibody analyses.⁶

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Superior Customer Satisfaction: Growth Strategy Central Pillar

GCCL maintains a strong customer focus. The company consistently prioritizes providing customer value over standardized approaches by customizing its solutions to align with each customer's specific needs and objectives. It leverages strategic partnerships to connect customers with partner organizations, ensuring they address needs comprehensively and handle time-sensitive cases efficiently. For instance, GCCL collaborates with local institutions that can optimize sample management, particularly those equipped with the same systems and platforms, guaranteeing quality and enabling effective urgent

⁴ Ibid.

⁵ <https://www.prnewswire.com/news-releases/gccl-completes-proactive-development-of-biosimilar-clinical-trial-analysis-methods-providing-customized-analysis-services-through-enhanced-rd-capabilities-302198836.html>

⁶ Frost & Sullivan Interview with GCCL (Frost & Sullivan, October 2024)

analyses and localized management. Moreover, the company diligently adapts its operations to meet each customer's unique needs, demonstrating a deep commitment to its projects. This dedication was exemplified by a recent clinical trial for a European client, where samples were continuously generated, even during weekends and South Korean public holidays. The situation required swift receipt of samples and efficient pre-processing and preparation. For this six-month project, team members voluntarily organized a duty roster to ensure seamless operations without any issues. GCCL's unwavering attentiveness to each project has earned it preferred partner status, particularly among mid-size pharmaceutical and biotechnology firms that appreciate the company's unbiased prioritization.

As pharmaceutical and biotechnology companies face ongoing challenges in navigating evolving drug development trends and innovation, GCCL leverages its established links through global network harmonization programs to offer clients competitive pricing while delivering high-quality analytical services aligned with the latest industry standards. The company performs target segmentation according to the unique characteristics of each customer, enabling it to provide customized quotations and solutions. Complemented by the company's agility, driving swift and flexible task execution, GCCL delivers exceptional service that surpasses clients' expectations.

GCCL prioritizes direct communication with customers to effectively address their concerns and needs,

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- Rubini Kamal
Best Practices Research Analyst

helping it strengthen its relationships with customers. With the addition of its comprehensive customer feedback mechanism to inform ongoing service improvements and future strategies (e.g., regular surveys, social media engagement, and detailed customer interaction tracking through its G-HUB platform integrated with customer relationship management capabilities), the company ensures customer satisfaction and fosters loyalty. In 2024, GCCL further elevated its customer service level, with each division (i.e., lab, project management, and business development) developing its own playbook

tailored to various scenarios, including issue resolution, requirements handling, bidding responses, and daily operations.

In its 2024 second-half annual survey, GCCL achieved a Net Promoter Score of 75 and a 4.25 out of 5 Customer Satisfaction Score (an increase from 3.99 out of 5 in 2022).⁷ Customers notably praise GCCL for prioritizing their unique requirements and offering tailored solutions while consistently giving a high rating for its analytical trial expertise.

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⁷ Ibid.

Positioned for Growth

GCCL demonstrates high-growth potential, leveraging its market-leading laboratory services to deliver tremendous value to the pharmaceutical and biotechnology sectors. In 2023, the company generated approximately \$12 million, marking a 7% revenue increase from 2022 and reflecting a robust 62% compound annual growth rate since its inception. Through strategic investments to expand its capabilities in alignment with global clinical trial demands, GCCL anticipates substantial future growth driven by a strong international customer base. The company also remains agile in the evolving industry landscape, leveraging emerging market opportunities to boost its clientele. For example, recent changes in the United States Biosecurity Law have enabled other countries in the APAC region to seize market share previously held by China. In response, GCCL is capitalizing on this opportunity by actively targeting biopharma companies that formerly partnered with Chinese providers, strategically positioning itself as their preferred partner.

Additionally, GCCL invests heavily in branding and marketing initiatives to drive growth, focusing on regular event participation, digital outreach, and direct customer engagement. The company attends major industry conferences like BIO USA, ASCO, DIA JAPAN, and Outsourcing in Clinical Trials to directly engage with potential customers and showcase its services. It also hosts over six free webinars annually to share specialized insights and industry knowledge, positioning itself as a thought leader in APAC. Furthermore, GCCL actively engages stakeholders through a robust digital marketing strategy encompassing LinkedIn interactions, website updates, blogs, and newsletters, ensuring visibility and keeping the network informed about key developments. The company's business development team further boosts customer acquisition by tailoring communication and outreach to segmented target markets, which supports continued growth in GCCL's customer base year-over-year. The company reports several new customer wins in 2024, attributing this success to its enhanced global presence and personalized engagement strategies.

Frost & Sullivan estimates that GCCL's robust investments in enhancing its services, technological capabilities, and customer-oriented business strategy will help the company capture market share and sustain its position in the clinical sample analysis services space in APAC.

Conclusion

Customer-centric strategies help companies safeguard leading positions in markets, but only if the approach is authentic and the implementation is seamless. Global Clinical Central Lab (GCCL) integrates customer-focused strategies and exemplifies industry best practices. With rigorous end-to-end quality control and robust in-house capabilities, including a global-standard logistics system, GCCL ensures that customers receive consistent, reliable services. Ongoing enhancements to its service offerings, personalized support, and a steadfast commitment to each customer's unique needs further reinforce GCCL's dedication to excellence. This overall customer-first approach offers immense value to existing and new customers and solidifies GCCL's reputation in the market.

With its strong overall performance, Global Clinical Central Lab earns Frost & Sullivan's 2025 Asian Pacific Customer Value Leadership Award in the clinical sample analysis services industry.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Business Impact

Financial Performance: Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

