



Revvity Desktop Case Study

The Revvity logo, featuring the word "revvity" in a lowercase, black, sans-serif font, positioned in the bottom right corner of a yellow background with abstract, overlapping spheres.

CLIENT:

Revvity

INDUSTRY:

Healthcare

PRODUCTS WITH Q4:

- Desktop CRM
- IR Website
- ESG Website
- Newsroom Website
- Virtual Events
- Engagement Analytics

IRO NAME:

Steve Willoughby

MARKET CAP:

Large Cap

SIZE OF IR TEAM:

One



Summary

- Founded in May 2023, Revvity (NYSE: RVTY) is taking on the world's toughest health challenges, to help people live better, healthier lives.
- The company was founded following the divestiture of PerkinElmer's Analytical and Enterprise Solutions business, leading to a company re-brand and the birth of Revvity.
- With this change, IR has had to reinvent and reimagine how to position the company in the capital markets; including its external presence, investor targeting and investor engagement.
- Without the proper tools to assist in this effort, the newly appointed IR leader enlisted Q4.
- To help revamp RVTY's website and help take their investor targeting and engagement efforts to the next level.
- As a result of this partnership and RVTY's exemplarity IR revitalization, IR at the company has been quickly elevated. The company has received exemplary feedback from the capital markets and RVTY's IRO was nominated for IRO of Year by IR Magazine in 2023.

Embracing the Impossible to Provide Health Solutions throughout the Lifespan

While it was recently born following a major transformation, Revvity has a long history of pushing the limits of what's possible in healthcare.

With 11,000 employees globally, Revvity is pioneering groundbreaking solutions to improve health outcomes around the world. The company's global network and localized agility enables it to partner with organizations across pharma and biotech, academia, and governments.

The company was rebranded in May 2023, following the divestiture of PerkinElmer's Analytical and Enterprise Solutions business, which enabled Revvity to be a more streamlined and focused company.

Prior to the divestiture, the business went through a long period of consistent growth and a string of 10 acquisitions in under three years, leading to a strategic inflection, resulting in the divestiture, and thus the birth of Revvity.

Today, Revvity (RVTY) is working to expand the boundaries of human potential through science across multi-omics technologies, biomarker identification, imaging, prediction, medical screening, detection and diagnosis, and informatics.



Leading Revvity Through its Strategic Transformation

Leading up to this transformation, Revvity’s IR leader was helping to shepherd the organization through this major change.

As a result of the divestiture, RVTY’s shareholder base was set to materially change and it was necessary to reimagine how the company positioned itself in the capital markets. Everything from the company’s external presence to the types of investors who would be most interested in the new company’s investment proposition had to be revisited.

The organization had to shift from having a shareholder base consisting of thematic and GARP investors to one more focused on growth. This presented a set of unique new challenges for their Investor Relations (IR) strategy.

To drive this transformation forward, IR established an ambitious agenda and set new priorities including:

- 1 Anticipating and managing investors’ holding reorientations due to changes in the company’s business.
- 2 Revamping outbound investor targeting and engagement.
- 3 Redefining messaging around a revised financial profile.
- 4 Ensuring investors understand the company’s new long term vision.

Given the scale and impact of the impending organizational changes, the stakes of success were high. Without a strong base of committed, long term investors who understood the new Revvity’s value proposition, it would be impossible for the business to successfully execute on its new objectives.



“ I would recommend Q4 to others in IR. One of my close friends just became a new IRO and I told him to go work with Q4. ”

— Steve Willoughby



“

I started with wanting to get my website refreshed so that's where the connection with Q4 started but having the website analytics tied into the CRM was competitive advantage others couldn't replicate unless you do both.

”

— Steve Willoughby

Seeking Partners to Drive Impact

To execute this major change, RVTY's Investor Relations leader had to transform IR at the organization.

After entering his role from the sell-side and conducting a full evaluation of longstanding solutions, RVTY's IR leader focused on revamping his IR website first. Q4's industry leading position in IR websites and track record of innovation made it an easy choice to begin the relationship.

When it came to getting a clear understanding of shareholder composition, tracking meetings, shareholder or analyst interactions, and targeting investors with intent, the IR team was left without a purpose-built tool that fit their needs.

Until then, engagement tracking was done in Excel, there wasn't a formalized shareholder targeting strategy, and IR previously only focused on engaging with its top 10 shareholders. Executing on the new strategic mandate was challenging and cumbersome due to the amount of manual effort required to gain insight into the changing shareholder composition.

Day to day, it was even more challenging looking back at historical interactions with main contacts, quickly understanding what was discussed, and ensuring all key information was seamlessly documented and easy to reference. This was particularly challenging during peak busy times, like roadshows and conferences, given the competing demands on IR's time.

Preparing for conferences and roadshows also provided challenging and required the manual compiling of disparate data from multiple sources to ensure leadership was briefed and ready to participate. These key processes consistently took hours to complete and, as an IR team of one, it left RVTY without additional capacity to lead the new strategic agenda.

There had to be another way.



“ Q4 is a true partner that has enabled me to quickly elevate our investor relations presence both internally and externally. Q4 Desktop allows me to be more intentional and provocative, which has improved our relationship with investors. I would recommend Q4 to other IROs because they can tie website analytics into the CRM, which is a competitive advantage that other vendors can't replicate. ”

— Steve Willoughby



Elevating the Profile of IR With Q4

After conducting a full search of IR CRM providers, RVTY realized that Q4 has a unique ability to consolidate the data being generated across their IR website, CRM, and webcasts and could support an active targeting program. This was transformational for RVTY.

Additionally, RVTY felt positively about the opportunity to deepen relationships with a proven IR partner who had already delivered a successful website implementation and best-in-class rebrand.

RVTY was confident in Q4's ability to deliver and wanted to benefit from the intelligence that could be brought through the CRM and the website, while maintaining one contractual arrangement. The simplicity and robustness of Q4 Desktop and its ability to provide structure to RVTY's targeting program made an immediate impact in how the IR team was able to execute on its new strategic agenda.

Armed with Desktop, RVTY's IRO gained the key information he needed at his fingertips and a trusted partner who assists with ad hoc reporting requests, briefing book creation, and preparing other key materials to ensure he and his leadership team are properly prepared for meetings and roadshows. None of this was previously possible without Q4's partnership as it's unique to the Q4 model.



The IR team has made significant strides across all fronts and has received great feedback from shareholders and the IR community. Investors have praised RVTY's ability to foster more positive shareholder relationships, which has been particularly important as RVTY embarks on its corporate transformation.

Most importantly, working with Q4 has helped RVTY's IR leader quickly elevate their investor relations profile internally and externally. As a previous sell-side analyst who covered the company, it was clear to him that key changes needed to be made.

At the end of 2022, RVTY's IRO was nominated for IRO of the Year by IR Magazine as a result of the work being done to revitalize the company's capital markets profile.









About Q4 Inc.

Q4 Inc. is the leading provider of IR Ops software with the world's largest set of proprietary investor data, purpose-built to remove obstacles between public companies and their investors. Q4 gives investor relations leaders, C-Suite Executives and their teams the tools to attract, manage, and understand investors — all in one place. The AI-enabled Q4 Platform boasts applications for website and event management, engagement analytics, and overall lifecycle management, including AI Earnings Co-Pilot to generate draft scripts based on historical data, and AI earnings call summaries to understand peer sentiment. The Q4 Platform also includes a streamlined investor CRM and shareholder intelligence with enhanced metrics to elevate investor targeting strategies within the platform. Q4 delivers the data, insights, and workflows that give IR teams the power to focus on what really matters: strategy, relationships, and driving premium valuations for their companies.

The company is a trusted partner to more than 2,600 public companies globally, including many of the most respected brands in the world, and maintains an award winning culture where team members grow and thrive.

Q4 is headquartered in Toronto, with an office located in London. Learn more at www.q4inc.com.

-  q4inc.com
-  (877) 426-7829
-  sales@q4inc.com
-  [/q4tweets](https://twitter.com/q4tweets)