

Digital Transformation in the Research World

Challenges and new development @ Zeiss Microscopy

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The COVID-19 pandemic changed our lives and our way of working dramatically: we are hardly able to travel abroad, we communicate in different ways and meetings take place virtually instead of in person. In this context, the new era of Research and Microscopy, enabled by new technologies, calls for an integrated digital environment for data and lab management.

The Digital Transformation is speeding up and it is a big challenge for traditional “hardware technology” manufacturers. It requires a clear strategy that involves changes in habits, a new way of thinking, investments and new partnerships, which impact every part of big organizations.

ZEISS Research Microscopy Solutions, as leading-edge company in innovation, is playing a dominant role in this paradigm change, supported by strategic digital business partners.

Aiming to support researchers and lab managers with a holistic and integrated approach, ZEISS developed and is continuously implementing a new digital ecosystem. This will provide a unique environment for data acquisition using AI, data integration from different technologies (Connected Microscopy), data analysis based on machine learning and advanced algorithms, cloud-based data storage architectures, workflow and data sharing and lab management.