



## PRODUCT SHEET

# Genialis™ Roche RNA-seq Application:

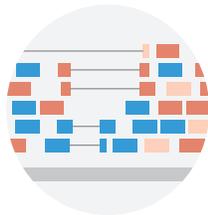
## Single-click visual informatics and expression analyses for KAPA RNA HyperPrep Kits

Even though RNA-seq continues to steadily replace microarrays for in-depth gene expression analyses, it's still very difficult to find meaning in your own data if you lack a solid foundation in bioinformatics. And it doesn't matter whether you're investigating a model of pluripotency, disease pathogenesis, or drug response — telling a complete story with your RNA-seq data can require any number of complex computational techniques that require a bioinformatician's expertise. And their time. Time they'd rather spend working on their own projects. Meanwhile, you have to sacrifice both your time and your control over your science.

By partnering with Roche to develop a qualified data analysis and visualization solution for their KAPA RNA HyperPrep Kits, together we can provide our customers with a streamlined, end-to-end RNA library preparation and analysis workflow.

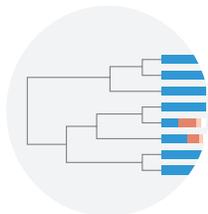
### Own your data, your insights, and your story

Genialis puts time and control back into your hands with guided, visual RNA-seq analysis and interpretation workflows that enable you to:



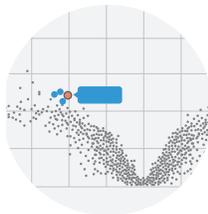
#### Establish Reproducibility Across Projects

Run single-click bioinformatics pipelines, qualified by Roche's R&D scientists, to ensure your data are processed the right way, the same way, every time.



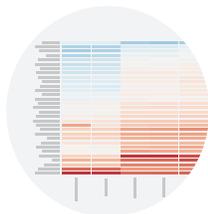
#### Ensure Experiment Design Quality

Verify consistency between your experimental replicates and identify relevant correlations or differences amongst experimental conditions.



#### Compare Expression Levels Across Conditions

Quantify gene abundance in individual samples and investigate differential expression of individual genes, predefined gene sets, and entire transcriptomes.



#### Assess Differences in Biological Activity

Understand how specific experimental conditions affect the regulation of groups of related genes and their corresponding biological functions.

Find the story in your RNA-seq data.

Request access to Genialis Roche RNA-seq Software at [genialis/roche](https://genialis.roche)



## Genialis Users, in Their Own Words

“One of my primary goals is to implement a more rigorous, systematic approach to the way our entire institution analyzes next-generation sequencing data. To that end, I truly believe we can only accelerate the translation of complex NGS data to the real world once user-friendly software tools are accessible to every researcher, especially for those that lack formal bioinformatics training. This is where Genialis excels.”

**Charles Y. Lin, Ph.D.**

Assistant Professor, Department of Molecular, and Human Genetics  
Baylor College of Medicine

## Key Benefits of the Genialis Platform

### **Bioinformatics for Biologists, by Biologists**

Speed your analysis throughput with pre-configured, raw data processing pipelines that run automatically and don't require a bioinformatician's help.

### **Interactive Visual Analyses for Not-So Dummies**

Ask and answer new questions of your data in real-time with updated information that propagates across your project when you add and remove samples or genes.

### **Hands-Off (Or On) Data Management**

Optimize experiment reproducibility and benchmark future studies against previous results with standardized data annotations and platform-enabled data provenance.

## About Genialis

Genialis delivers a suite of multi-omics computing software products that simplify the analysis, interpretation, and management of sequencing data. Our cloud-based platform empowers researchers who don't have specialized bioinformatics knowledge go from sequence to insights without having to rely on data scientists. We help academic and commercial research labs think outside the pipeline to accelerate discoveries into the emerging global bioeconomy.

Learn more at [genialis.com](https://genialis.com) • [sales@genialis.com](mailto:sales@genialis.com) • +1.832.356.4612



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KAPA RNA HyperPrep Kits are for Research Use Only. Not for use in diagnostic procedures.