



CONTRACT MANUFACTURING

Putting the Customer's Reputation Up Front at EMI

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At EMI, we don't just sell our services; we partner with our customers, forming a relationship that usually lasts for years. Ultimately, we at EMI can never forget that it is our customer's reputation that's on the line with every product that comes out of our plant.

It is all about service, about what the customer needs and about relationships. And we lay our reputation on the line along with our customer's reputation. That's what we mean when we say that EMI sells service.

To do all of this successfully, a firm bedrock foundation is needed. EMI has been an electronics contract manufacturer for nearly 25 years, and has an impeccable reputation as the largest privately held contract manufacturer in Southern California. Combine this with a tenaciously dedicated staff, many of whom have been with the company for over 10, some even over 20 years, and you have a recipe for success. We recognize that our employees are our greatest asset. Not only that, the company has been profitable every year since its inception.

We recognize that there are thousands of contract manufacturers out there, and they all profess to offer top-notch service. So what are we doing that's different? Simply put, at EMI, we care about our customers and consider them partners. We treat them as an extension of our own company, the same way we would want to be treated.

The Best Service Program

Before EMI can establish the type of service program that will best fit our customer, we must invest in pursuing a

relationship. This is done through several channels, and usually after numerous conversations — meetings, telephone calls, e-mails and visits to the customer's site. This process has many times even warranted a visit from our President, Mr. C.P. Chin. We then encourage the potential customer to visit EMI's facilities to become familiar with our manufacturing plant and to meet our extraordinary "Team" face-to-face. This translates into a better understanding of the "value" of what and who EMI really is. Our department managers are available to answer questions and will identify the best match within their department for supporting the new customer's project. This interaction further helps us to define how we can support the level of service that the new customer is seeking, which enables EMI to move forward in becoming a valued and trusted partner. EMI has a vested interest in seeing that both of us experience long-term success.

EMI's President, Mr. C.P. Chin has developed an approach that is different from other contract manufacturers. We approach the relationship from a potential customer's point of view and in doing so, have made the investments needed to pursue this "value-added" capability. That is not to say that there are sometimes challenges in conveying this information to all of the right key people so it can translate into cost savings that are tangible. For example, EMI has DFX (Design For eXcellence) capabilities. Ideally, we like to get involved during the development phase of a product. That is not to say that these services are of no benefit to mature products. We have also had amazing results in that arena. But for now, let's look at a product that is in the design phase.



Hand assembly operations are just as important as the automated production line at EMI.

We can look at the customer's new design using a very specialized program called "Valor" to evaluate multiple areas that affect the manufacturing processes. We can upload the customer's BOM with a complete AVL (approved vendor list) in conjunction with the customer's Gerbers to include ideally, the CAD ODB++ files. This allows us to view a virtual 3D image of the board as it will appear once populated. We can also look through the parts, under the parts and between the parts. This allows us to look at the board in a way that human eyes can not see. We can then identify potential trouble areas and troubleshoot before the problem board is manufactured. We then provide the customer with a comprehensive report for review. It is always the customer's choice whether or not to implement the recommendations. EMI's recommendations that are implemented have resulted in faster time-to-market for the new product, as well as a shorter development period because the project does not have to go through so many proto phases, and cost reductions.

Making Cost Reductions

Cost reductions come from several areas. Most of the time, customers are looking at two considerations — the cost of the materials and the cost of the labor/value added. This begins when the customer reviews the quote. To EMI, this is just the starting point, not the sum total of the relationship.

We can facilitate minimizing the amount of "labor" required to produce the board, when our feedback reports with recommendations specific to the manufacturing processes are incorporated into the design. Additionally, we can help with PC board layout recommendations, materials analysis, SMT components and

Through Hole components assessment as well as test coverage. We can manage a customer's project from NPI (New Product Introduction) through Production and can provide offshore capabilities when it makes good business sense. EMI strives to make this a "seamless" process for our customers.

Naturally, as a contract manufacturer, EMI must be able to guarantee our quality, on-time deliveries and level of service. Each customer has its own dedicated Program Manager, and these "miracle workers" perform tirelessly to support our customers. They are a single point-of-contact put in place to manage the support structure for each customer which streamlines the communications channel. This support structure includes a dedicated Manufacturing Engineer, Quality Engineer, Test Engineer and a Buyer. The Program Manager will handle all of the behind-the-scenes activities that are required for the production to run smoothly.

If the customer's product is a candidate for off-shore manufacturing, then the customer's program manager will remain the same. This also translates into cost savings because the customer does not need to invest in additional headcount and late hours to communicate with offshore manufacturing — not to mention all of the knowledge that has been acquired by the Program Manager and EMI Team, which is not lost in the transition. EMI has tried to make the entire contract manufacturing experience as painless as possible.

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