

# SPEEDBOARD NEWSLETTER

July 2011

For all the latest **Speedboard** news and current developments

## Want to win an iPod?

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What can we do to ensure your business does not suffer due to extended component lead times?

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Having an appropriate test strategy with your CEM adds value and cuts cost.

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Neil and Richard have been hacking up the course for a great charity.

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### Set for growth:

Read about all the exciting changes and improvements we have planned for the next 12 months.

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### Did you know Speedboard can place 0201 size components?

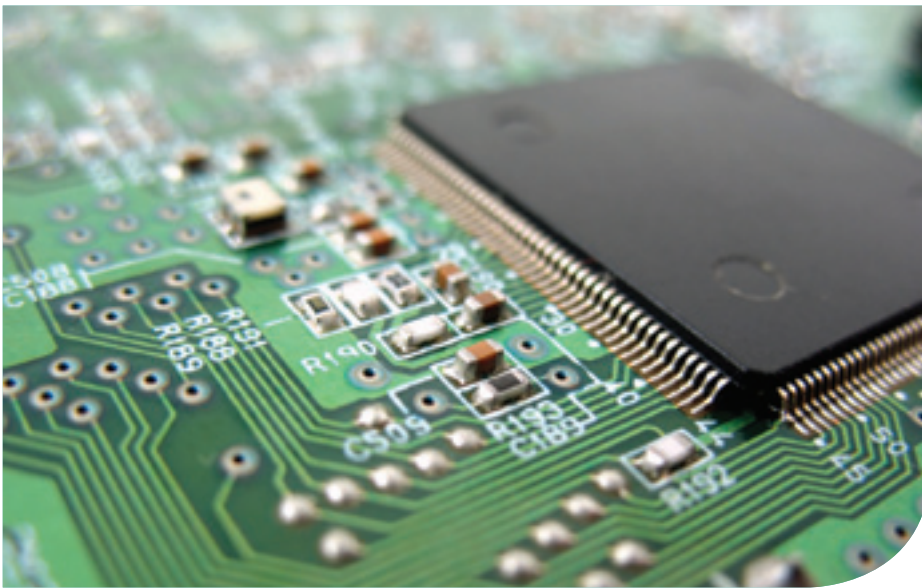
We have 5 fully automated Siemens SiPlace lines, totaling 13 machines, all capable of placing 0201 size components, micro BGAs and fine pitch QFPs. To demonstrate these capabilities we have built some simple PCB coasters made out of 0201 resistors for you to have on your desk. However, we're offering you a chance to win an iPod Touch by simply

telling us the correct number of resistors on the coasters.

All you need to do is check out the rules and how to get hold of a coaster by going to our web site, following the link to [Technology/0201-0402](http://Technology/0201-0402), and you could be the lucky winner this Christmas.

\* Based on a mid range iPod Touch

# Component lead times - avoiding delays



**The problems we face today, due to extended lead times, are by enlarge due to distribution de-stocking without then ensuring that the component manufacturers were still able to supply when demand picked up.**

When going out to the market to buy parts we have found that what was in stock last week is now out of stock, and what was on normal lead times is now on silly lead times. Anything from 16 to 52 weeks depending on what the part is.

As a result of not being able to buy franchised stock via the proper channels, we all end up looking at the grey market for what ever excess stock we can find to keep products moving. As you can imagine, the brokers and dealers have been making the best of this situation by hiking up prices.

Consequently, the cost to your business can be two fold. The actual piece part cost goes up impacting margins and sales, and the lack of product loses potential customers and kills cash flow.

#### **How have we avoided the worst of the problems?**

With the benefit of hindsight we could all do things better. However, we have managed to avoid the worst of the problems by having well organised stock systems.

#### **These include:**

- Consignment stock
- Kanban arrangements
- Buffer stock agreements
- Good forecasting

The supply of components is steadily improving. Distribution have eventually got their act together and are producing good information regarding each manufacturer and individual lead times. However, we are still a long way off being able to turn orders into production ready kits in 4 weeks. It's essential we get forecasts, convert these to orders at the appropriate time, and manage the supply of parts to enable us to build product when it is needed.

Therefore, we encourage all customers to talk to us about your work, what is coming up, new designs, up-issues and what are the best methods for ensuring we can supply what you want when you need it.

**Give us a call and set up a date for a review.**

## Why outsource your production test?

Here at Speedboard we offer all levels of production testing. We strongly believe that the best place for testing is at your CEM. The feedback loop to production is immediate which improves quality, and we only deliver good working units saving you time and money.

Deciding on your test strategy is vitally important. The sooner in the design process you do this the better it is for you in the long term. There are four basic categories for production testing. These are:

- ICT (in circuit test)
- Boundary Scan
- Flying Probe
- Functional test

Each of the above have their respective pros. and cons. As part of our service we will help you to understand what would work best for you and help point you in the right direction. Our aim is to deliver to you the best quality at great value for money. Appropriate testing enables us to do this. Therefore, if you are not already outsourcing your test to us, please give us a call to set up a meeting.



***Many of our customers have managed to avoid delays with this practice.***



## The Bandits Strike Again!

**Every year Neil and Richard attend the Hampshire Autism Society Laurie McMenemy Golf Day and this year was no exception.**

Unlike Rory McIlroy, Neil's and Richard's golf is a bit more hit and miss - mostly miss!

Having said that, last year with the help of Peter Bennet from Domo (Part of the Cobham Group) and Paul Jones (Ex Wales Goal Keeper) they scooped the first prize with an outstanding score of 91 (Best two stableford scores from all four players).

This year they still managed a podium position, coming in third, with great scoring by David Hyland (Apple inc.) and Paul Walsh (Ex England Footballer).

The HAS do an enormous amount of good work for children with autism and we are glad that we can help support their work. Check out their web site at [www.has.org.uk](http://www.has.org.uk).



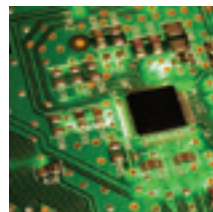
## Set for Growth

We are very pleased to be forecasting our best year ever since the company was initially formed in 1983.

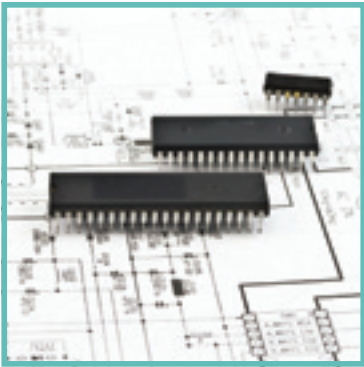
The improvements and growth have all really been as a result of the restructure 8 years ago in 2003, when we finally shut the door on PCB fabrication. Having concentrated our efforts on electronics manufacturing services (EMS) we have been able to build on our reputation as a company that delivers for each and every customer regardless of the challenges we are given.

**This next 12 months is going to be an exciting time as we have some major internal projects on the go or about to be launched. These include:**

- Starting a night shift to increase our capacity by 100%.
- Increasing our Senior Management team with the recruitment of Mary Bowling as Project Manager, and the promotion of Neil Seymour to QA Manager.
- Increase our test department and unit build area by 50% as we feel this is a significant growth area for our customers.
- Updating of our management system (TIMS) to a brand new bespoke system called QL.
- The introduction of paste AOI to our SMD printing processes to add further controls and quality to the finer pitch jobs.



As you can see, we are constantly striving to improve. If you have not been in to see us for a while, then please give us a call on **01753 746700** to arrange a review, see what we're up to and what we can do to strengthen our relationship with you.



If you would like to discuss some aspects of the work we do today, or how we can add further value to your business, please call Peter Turner, or your Account Manager, to arrange a visit.

Our normal office hours are:  
8.30 to 4.30 Mon - Thu, and 8.30 to 13.00 Fri.

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