



Jetting Systems Technology White Paper

Jetting technology has become the preferred alternative to needle dispensing in many circuit board assembly applications. Jetting allows designers to rewrite their design rules making smaller, less expensive, and more capable devices. Click to download this white paper. **Nordson ASYMTEK**



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Exclusive

January 13, 2009

Where did the Better go?

Faster, cheaper, *better*, we are facing a quality crisis in the industry. Where quality in the electronic manufactured was once the domain of the OEM, we now have EMS, DMS, and OEM product designers to point fingers at when a product fails. This does not ensure quality; rather, it builds a significant trail of blame when consumers are hit with massive product failures.

It seems a week does not go by without some electronic product failure that could easily have been remedied if proper manufacturing and test procedures were in place to assure that a product functions when sold into the market.

Of course the assumption is that quality procedures are always in place, and many times they are at the beginning of a manufacturing cycle. However, once the product goes into volume manufacturing, it is easy to eliminate cumbersome test procedures as the different groups involved move to cut production costs to preserve or gain margin.

The end result is that something as simple as poorly bumped wafers can cause an outpouring of bad publicity and customer experiences that affect sales, damage brand reputations and take major hits on customer satisfaction levels.

So how do you improve quality and increase production in an outsourced global manufacturing environment? Last week we spoke with CIMTEK's director of marketing Chris Rehl to see if he had any insight or answers that might help us better understand ways to eliminate the problem.

CIMTEK is a quality lifecycle management (QLM) company that takes a holistic approach to product quality – beginning with data collection and analysis at the very early stages of the design cycle, following the product through to final manufacturing and post sales repair.

Rehl said, "Quality problems can happen anywhere along the line. We try to knock out the failure points before they can occur. The biggest issue is that the OEM is always trying to get the lowest cost possible from their contractor, the contractor gets paid on the products they ship – and not the products they test – which leads to a lot of un-met expectations."

"At CIMTEK one of the things we look at is component quality data and measuring it to ensure key performance and margin specifications are verified before the production process begins. Usually component-quality-related failures are limited to material and development time since typically low numbers of products are built during in the pilot phase of production.

Rework is a normal part of the NPI process, and products are not exposed to the general public, so costs and public exposure are contained. By doing this we avoid problems that occur at the far end of the product life cycle where failures and recalls of field installed products are extremely costly in light of shipping, material, labor costs and brand damage."

A strong focus on compiling and analyzing manufacturing and test data allows manufacturers to identify process and mechanical design issues early, before problems can arise.

"At CIMTEK we are continually updating and tracking the data we collect and applying it to the volume manufacturing process where final system testing can be performed to



Steve DeCollibus,
Managing Editor,
Circuitnet



Chris Rehl, Director of
Marketing, CIMTEK

ALPHA® launches new Virtual Trade Show Webpage

ALPHA® has launched a Virtual Trade Show on their website and brings visitors the ALPHA® trade show experience complete with featured product information and downloadable product guide. Click here to visit the virtual show. **ALPHA®**



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verify that the products designed are built and operated the way they are intended.

Rehl continued: "Analysis of post-sales warranty data can increase repair operations efficiencies and provide a complete closed-loop product genealogy linked back to the initial design phase. The ability to analyze data from the end-to-end production process with post-sales data can apply quality enhancements to future products by identifying poor components and suppliers, and eliminating them from future designs and products."

A company like CIMTEK can provide real time visibility and predictive analytics, that will allow manufacturers to increase production yields while reducing both direct labor and material costs and maintaining high quality standards.

Chris talked about proof being that CIMTEK's clients report reductions in new product introduction cycles by up to 90%, reductions in test times of up to 75% which leads to significant savings across product lines that are developed using closed loop quality analytics and test solutions.

By hiring an accountable middle man who is involved in all phases of the product manufacturing process, one that acts as Chris describes it – as a communications link between the OEM and the CM that is trusted by both parties and can help them sustain quality.

Steve DeCollibus, Managing Editor
Circuitnet

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