

EXCELERATE PERFORMANCE
– RIGHT FROM THE START

WITH DESIGNLINK

DESIGN FOR PROFIT



Product design and development is the first step to optimising performance, user-friendliness, reliability and cost of your product, as well as robustness of subsequent production and logistical processes.

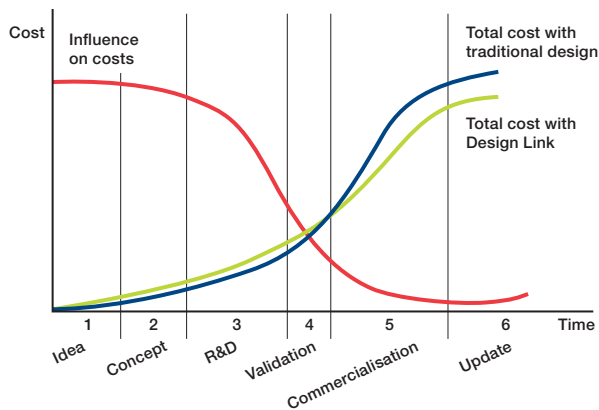
BB Electronics' DesignLink business unit provides design-related services, either in connection with, or independent of, manufacturing at our flexible production facilities. Our services are widely respected, not only in the development of new products, but also in the upgrading, optimisation and life cycle management of existing products.

FOR BEST RESULTS, START EARLY

We aim to improve your competitiveness by shortening time to market and enabling lower total cost for the development, manufacturing and maintenance of your electronics products.

DesignLink achieves this in a number of different ways but, at the bottom line, your key motivation to enlist our services as soon as possible in your design process is this: the earlier BB Electronics gets involved, the more we can increase your competitive power.

With 40 years of EMS experience and comprehensive engineering resources, DesignLink provides a bespoke complement to your own development organisation. It also ensures smooth collaboration with many of Scandinavia's leading electronics development specialists, as well as our many other working partners.



Total cost vs. possibility for cost minimisation: the earlier DesignLink gets involved, the more it saves you money.

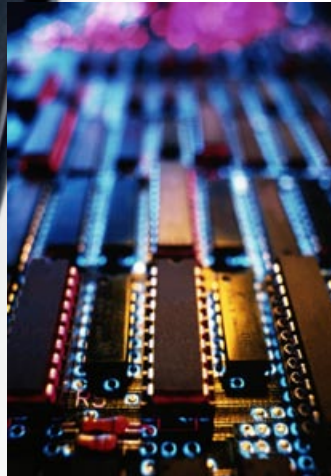
USE A BROAD SERVICE SPECTRUM

To minimise your time to market, apply a Design-for-Manufacturing (DFM) focus from the outset. In this way, you ensure that each product is designed so it can be produced at the lowest feasible cost, with the greatest reliability, and as rapidly and efficiently as possible.

We apply DFM procedures to development of new products as well as to improvement of existing ones. Our services, available individually or in packages to meet your specific requirements, include:

- Fast, professional development and testing of prototypes
- Quick sourcing of small component quantities
- DFM analysis of PCB and PCBA process verification
- Mechanical and DFM design assistance and documentation
- PCB layout and other R&D services
- BOM (Bill of Materials) analysis –cost and risk optimisation
- Component and technology selection
- Tooling design and procurement
- BB E-data access to preferred parts and design library
- Project management of new products implementation
- Supplier assessment and selection
- Design guidelines
- Optimised subsupplier network





VERIFY RESULTS ALONG THE WAY

Unique input and output criteria define each phase of your product development process. Each milestone marking successful completion brings you a step closer to your development goal.

Whether your time frame from concept to commercial production is three months or three years, our DesignLink methodology gives you a clear roadmap as well as the vehicle to reach your destination. The guidelines we provide for engineering, procurement and manufacturing ensure high manufacturability at optimised cost – whether you use our flexible production facilities or your own.

GET LONG-TERM VALUE FOR YOUR INVESTMENT

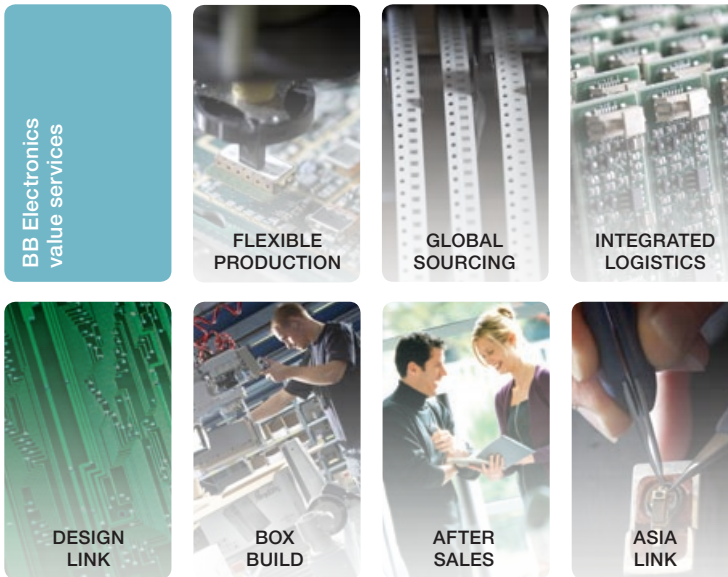
Most DesignLink assignments are new product development. These may involve project management, development and prototyping, component and process DFX, sourcing, documentation and logistical ramp-up.



However, you will also benefit by applying DesignLink resources to life-cycle management of your product range, and enhancement of your own development capabilities, including:

- Cost optimisation – product re-design, process optimisation, and the sourcing of alternative components and suppliers
 - Product update and maintenance –update, life-cycle maintenance, or last-time buy
 - Special projects – technology development, product or project R&D, lead-free conversion, etc
- DesignLink is ready to serve you, with a full spectrum of services to enhance your bottom line.

Systematic, smooth and quick: BB Electronics DesignLink methodology will get you to market faster, with a better product.



EXCELERATE YOUR PERFORMANCE

The BB Electronics value chain is a complete palette of EMS services. You select exactly the right mix that optimises the life cycle of your product.

Our services range from design and development, to production and assembly, to warehousing and distribution and after-sales support – for everything from prototypes to large volume series. We can supply components, or turnkey management of a complete product or product line.

Do you want to accelerate your performance?



BB Electronics A/S

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