

Contract Electronics Manufacturing and Service (EMS) From Design to Manufacturability



Vinu Patel - CEO

CEOCFO: *Mr. Patel, would you tell us the concept behind Anuva Manufacturing Services?*

Mr. Patel: We are a contract manufacturing company. We are focused in electronics manufacturing and service. In today's terms, it's referred to as EMS. In the technical world, people normally design the product on a conceptual basis; whether it is a dream or on paper. Anuva Manufacturing helps them to make their concept a reality. We help them create a design with manufacturability. We might also help them to cut down some of the cost of the product. And we strive to get it to market faster. Ultimately, our goal for this company is to support the small OEM with new product introductions as well as maintaining quality, whatever the size of the run. We also provide scalability by offering an option to reshore projects as a cost effective contract manufacturing service provider.

CEOCFO: *When you are working on a product how do you understand what the company that is contracting you might not understand; what do you look at to accomplish that goal?*

Mr. Patel: One example would be if they are working on a board, which we call a PCB (Printed Circuit Board). They might have a hundred components on the board. They design and lay out the part and how the components go on the board. We help them find a solution, say, if their components are too close to the edge, so it might not be reliable, we suggest putting it on more than one on a panel. We try to get similar components, which are all of the same, versus ten different ones to get the customer volume pricing. This is how we help **Design for Manufacturing**. The technical term is called **DFM**. The person who designed it is a lot more knowledgeable and product oriented, but we bring value by helping them realize consistency in making more of the same.

CEOCFO: *Who tends to use your services and is there a common thread among types of companies?*

Mr. Patel: We help the up-and-coming technology product lines. We have started to support ideas in Brevard County, for example, where they have the highest amount of engineers per capita in the state of Florida. Some statistics show that Florida is the third highest state per capita for engineers. NASA may not be active, but the brainpower is still there. There are several aviation organizations that are designing new technology. Anuva helps them to make their design dream become reality. We assist them by getting regulatory certifications that are needed. We pipeline their manufacturing inventory; we help them to get the right suppliers. We are really a partner to the small OEMs, but we also have OEMs that have us make ten thousand of the same product in one quarter. We had one customer that wanted three hundred of the same item every day, up to fifteen thousand total, so we can scale quite a bit. Two years ago we made LED lights and we did 20,000 a week. We range from maybe two to five boards for our smallest production to huge orders of two to three hundred of the same every day and every week.

"We love a challenge. We like to say, 'Bring on Impossible'. We're never satisfied until there is a solution."- Vinu Patel

CEOCFO: *How do you keep up with the changes in technology?*

Mr. Patel: Most of our employees have more than twenty years experience in this industry, but the engineering director and the VP of operation, as well as myself, have been in the industry for over thirty years. We have a very good relationship with the manufacturers, so they would, for example, bring in and show their new repair station. We would try it and I, as an owner and CEO of the company, have always believed in automation and a higher level of technology so you

can make products competitively here in the US. And also hopefully improve the pricing for our customers and even increase quality. With the machines doing it, automation creates repeatability without mistakes. With a human being doing it, even though they are good at it, the chance to make a mistake is higher.

CEOCFO: Is there something where you are surprised there is no solution?

Mr. Patel: I have not come across anything, but we love a challenge. We like to say, '**Bring on Impossible**'. We're never satisfied until there is a solution. For example, our laser cutting the board is very dense and we are using it manually but I think we could automate that. I would love to partner with a tool maker right in Brevard County that is cost comparable, but we aren't there yet. I would love to have plastic molding tool designing with much more available than there has been.

CEOCFO: What is the competitive landscape for you?

Mr. Patel: How we differentiate ourselves is, we are just not very simple manufacturing, or print to build. Our goal is to make our customers business a virtual company so they can benefit from a lean operation. We streamline the processes to support our customers. We cut down on inventory, so if we make the product and ship it directly to the end user, right there you can take at least two or three weeks off the pipeline in inventory and that helps the customer. We also have our own service called Anuva Innovation, which is in North Carolina. There we do design solutions so if somebody wants to improve their product or create a new product and they only have a concept, we will help them do just that. Over the last six months, we have taken on the innovation challenge from the funding side; putting up small amounts, not millions of dollars, but thousands or even in the hundred thousand dollar range. We have funded projects so that the company who designed the product can bring it to the market. You can have a dream, but if it is not implemented then it has no value. That's where Anuva comes in, which makes us different and a valuable partner in our communities.

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CEOCFO: Do potential customers understand the difference?

Mr. Patel: I believe in '**Made in the USA**' and I am a Pro US guy. Anuva is committed to growing jobs and boosting the economy in North Carolina and Florida I want to make sure we can eliminate the struggles surrounding domestic production. One of the problems everybody has is liquidity and financing from the bank or wherever. My suppliers are very good to me; they have given me very good terms so I can help the people. I partner with a marketing company so they can help other customers that have had their product branded by us. I am learning how the team can combine all our skills and accomplish great things together! We think out of the box. There needs to be bonding between customers and Anuva. I consider the customer relationship as a close partnership.

CEOCFO: Why pay attention to Anuva?

Mr. Patel: Anuva pushes forward. We're aiming higher, always looking for opportunities to improve what we create. When something is described as impossible, Anuva sees it as an opportunity. By committing to success, community and partnership, Anuva unifies people, technology and process to create an exciting new world. Anuva innovates solutions and excels in making the impossible, into reality.

For more information visit: www.anuva.com

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