



Streamliners

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New 'Solutions'

When launching a new product, it's critical to get the new product introduction (NPI) right. Design, prototyping, purchasing and material planning, supplier qualification, change control. These tasks can be daunting, and most new companies, and many established ones, don't have the in-house expertise and experience to manage them all. And now they don't have to. Core Source Technologies is pleased to announce the launch of its sister company—**Core Source Solutions, LLC**. Core Source Solutions (CSS) is a domestic engineering firm providing a broad range of NPI services, including:

- Supplier Qualification
- Production Services
- DFMA—Design for Manufacture and Assembly
- Supply Chain Services

Launched in June 2008, CSS is focused on helping companies enjoy a smooth product transition from engineering to manufacturing, a task that can easily spiral out of control if not well managed. "Many companies are surprised at the level of logistical support and cost of manufacturing their products," said Rod Bullard, President of Core Source Solutions. "...a PCB [printed circuit

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Maximizing Your Product's Potential

Special points of interest:

- New company, Core Source Solutions, launches.
- Getting NPI right is critical to a product launch
- Delays in addressing regulatory compliance can be costly
- Technical writers add value

Got NPI?

Ever experience any of the following situations:

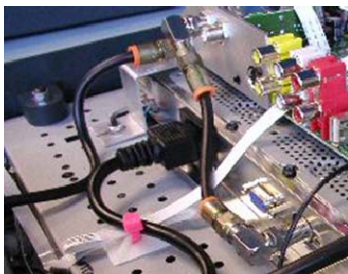
- Your engineering team came up with a cool design, but when it got to Manufacturing, you learned that a key component would be obsolete in six months, or won't be available until well after your ship date.
- You sent your new product for testing and learned that the results are nowhere near the required specifications, so you'll have to fix it and retest.
- You're a young company with a great new product idea, but not sure how to develop a prototype and manage cost.

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Got NPI?

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*Assembly analysis, including
able assessment*

If you've encountered these situations, or anything similar, you may need to think about (or re-think) how your company handles new product introduction (NPI). Companies large and small continually struggle to get new products from concept to customer as quickly and cost-effectively as possible while maintaining quality. But what's the answer? How can you mitigate the risk and associated costs of delays, missed ship dates, and late-stage re-design?

There's no one-size-fits-all

solution, but having a dedicated NPI resource can save money, time, and frustration—and improve quality.

It's largely about experience and communication, and Core Source Solutions (CSS) has veteran NPI specialists that can provide a range of services to help new and established companies roll out new products to the marketplace quickly and efficiently.

Engineering, Manufacturing, Marketing, Operations, Supply Chain—Generally, all of these groups come together to make a new product happen, and each has their own concerns and issues that can

impact the other. An NPI specialist can ensure that each stakeholder is aware of relevant issues—for example: component availability, tooling, testing requirements, packaging needs—and how these issues impact design, manufacturability, and cost.

An NPI specialist can also develop contingency plans so that you're ready with a plan B, or even a plan C.

Regulatory Compliance—The Unwanted Stepchild of Product Development

“Embrace regulatory compliance. It's part of product development.”

When developing a new product, or modifying an existing one, you may be tempted to push regulatory compliance issues off to the side and hope they'll magically take care of themselves—They won't.

You may also be tempted to wait until the product is designed, and then worry about how to meet regulatory compliance standards—Bad idea.

The longer you delay identifying and addressing applicable standards and regulations increases the likelihood you'll have to redesign and retest your product. Result: increased cost, inefficient man-hours, and delayed time to market. Also, trying to address regulatory

compliance needs after a product is designed can lead to klugey fixes that compromise quality.

Rather than bury your head in the sand, embrace regulatory compliance. It's simply a part of product development. Core Source provides services to help you meet compliance standards, including :

- Safety Certification Support - NRTL/UL, CE, IEC
- EMC Testing Support, including FCC and CE
- Environmental Simulation Testing (EST) Support
- NEBS Consulting
- Project Management

- Test Documentation Deliverables
- Prototyping Support, Assembly and Rework

A Core Source compliance engineer can also work with customer-preferred laboratories, or with our compliance partner, MET Laboratories, a nationally recognized testing laboratory (NRTL).



Compliance Markings

From the President's Desk

I am very pleased to announce that Core Source Technologies has been able to enjoy five years of comfortable growth. Our team has provided services to many clients in multiple business sectors and has done so with integrity and unsurpassed value and quality.

We would also like to thank our network of suppliers for their responsiveness and quality products. The success of Core Source Technologies has opened further avenues of growth and opportunity.

This year we have announced the launching of a new company. Core Source Solutions was initiated Q2 of this year and is off to a great start. Solutions, a sister company of Technologies will focus on transitioning newly developed or enhanced product from a pilot stage to full production.

Solutions will provide the road map and knowledge base and engineering support to manage the transition for a successful product launch. Let's face it, the last thing an

product stakeholder needs is a launched product with manufacturing problems or unforeseen additional costs.

Rod Bullard,
President



Notes from the President

Technical Writers—Who Needs Them?

Believe it or not, there are people out there who like writing SOPs. They get a kick out of creating specs, writing procedures, and gathering information from engineers.

They fiddle with words to find the clearest way to describe an installation or explain a concept.

They're an odd breed known as technical writers, and if you have a product or service, chances are you could benefit from having one on your team.

Technical writers can produce a variety of documents including online user assistance, installation instructions, user guides, and train-

ing materials. These documents add value and are often project requirements.

To produce effective deliverables, technical writers bring a number of skills to the table. An experienced technical writer can:

- Balance the need to provide useful information against the danger of providing too much information which could lead to confusion and information overload.
- Understand the needs of the audience or users and become an advocate for those users, identifying areas that don't work the way a user would expect

them to work.

- Arrange material in a way that provides ease of use and quick access to needed information.
- Alert users to the consequences of performing an incorrect task or of failing to perform a required task or safety measure.
- Create deliverables that support your product's or service's branding and messaging.

Having a technical writer on board early in development can keep you from scrambling at the end of a project, and ensure that you get the right documentation for your client.

"Having a technical writer on board can keep you from scrambling at the end of a project, and ensure that you get the right documentation for your audience."





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Accelerating Product Development

New 'Solutions'

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board] may be very costly to manufacture due to single-source components or compromised component placement. To reduce these costs, NPI engineers use DFMA [design for manufacture and assembly] techniques to identify alternative components, or change specific component placement, for easier fabrication and assembly. Any improvement during the NPI / Pilot phase can significantly reduce a product's manufacturing cost or COGS."

The CSS staff averages 20 years of industry experience,

and can coordinate services for just-in-time manufacturing, remote requirements, or on-site support—working side-by-side with your design team throughout any phase of a project.

For more information, see the CSS web site, www.coresourcesolutions.com, or use the following contact information:

- Phone: 301.540.9913
- Email: LearnMore@coresourcetek.com



Production assembly and analysis