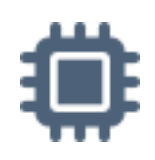


Custom Partner vs. Catalog Supplier

What actually changes in your project when your electronics partner co-designs — not just builds to spec.



A critical component reaches end-of-life.

You find out when **purchasing can't place the order**. Then the **scramble** begins: find, validate, re-qualify, delay.

✓ You got an **alert months ago**. Two validated alternatives are ready. When the EOL date hits, **production continues without interruption**.



Your customer requests a design modification mid-project.

You **redesign internally**, send new specs, wait for a new quote, new prototype, new qualification. **Months pass**.

✓ Your partner's engineers **review** the change with yours, **assess** manufacturing impact in days, and **deliver** updated prototypes within the existing project timeline.



A thermal or EMC issue surfaces during certification testing.

Back to your design team. Identify the **root cause**, fix the layout, rebuild, retest. **Weeks or months of delay**.

✓ Your partner **flagged** the thermal **risk** during schematic **review**. Pre-compliance testing caught the EMC issue **before lab submission**. You passed on the first attempt.



You need a new product variant — different power range, different interface, different protocol.

Start from **scratch**: new spec, new supplier evaluation, new qualification cycle. **12–18 months**.

✓ Your partner already **knows your product architecture**. The new variant shares the platform. Qualification takes a fraction of the time.



A customer reports failures in a batch shipped two months ago.

You ask for **traceability data**. Your supplier needs **days or weeks to locate the records** — if they exist at all.

✓ Full **traceability report** within hours: component lots, production parameters, test results, firmware version. Root cause identified the same day.



A new regulation applies to your product (ErP, IEC 61800, UL update).

You learn about the **change from your compliance team**. Your supplier **doesn't track regulations** that affect your product — that's your problem.

✓ Your partner **monitors** the regulatory **landscape** for your target markets and proposes design updates proactively — before the deadline, not after.



Your BOM costs more than it should for what the product actually does.

The board was **designed from a reference schematic**. You're paying for features your application doesn't use. Redesigning means **starting over**.

✓ The **board** was **designed** for your **application** from day one. Every component earns its place. Cost optimization is part of the design process, not an afterthought.

Want to see what this looks like for your product? Book a Technical Discovery Call — 45 minutes with our engineering team, no commitment.

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