

Custom Partner vs. Catalog Supplier

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

THE SCENARIO	CATALOG SUPPLIER	CUSTOM PARTNER
 Component reaches end-of-life	> Found only at the PO. Find, validate, re-qualify — production stops.	>  Alerted months ahead. Validated alternatives ready — production never stops.
 Design change mid-project	> Redesign, re-quote, re-prototype, re-qualify. Months lost.	>  Impact checked in days. Updated prototypes within the timeline.
 Thermal or EMC issue at certification	> Back to design: find the cause, fix, rebuild, retest. Weeks of delay.	>  Risks found at the schematic review. Pass certification the first time.
 New product variant needed	> Start from zero: new spec, supplier, qualification. 12–18 months.	>  Shares the platform. Qualified in much less time.
 Field failures in a shipped batch	> Traceability takes days or weeks — if records exist at all.	>  Full traceability in hours. Root cause found the same day.
 New regulation affects your product	> Supplier doesn't monitor new regulations — it's your problem.	>  Regulations monitored. Design updates before the deadline.
 BOM costs more than it should	> Built from a reference schematic — you pay for unused features.	>  Designed for your application. Every component is needed.

See what this looks like for your product. Book a 45-minute Technical Discovery Call — no commitment.

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www.keld.es · keld@keld.es · +34 976 42 90 99

Polígono Empresarium, C/Lentisco, 15, 50720 La Cartuja Baja - Zaragoza, Spain